IF YOU KNEW SUZIE LIKE WE KNOW-

APPROVED READING — An Archie Magazine

FEB. 1950

ANC

SUZIE



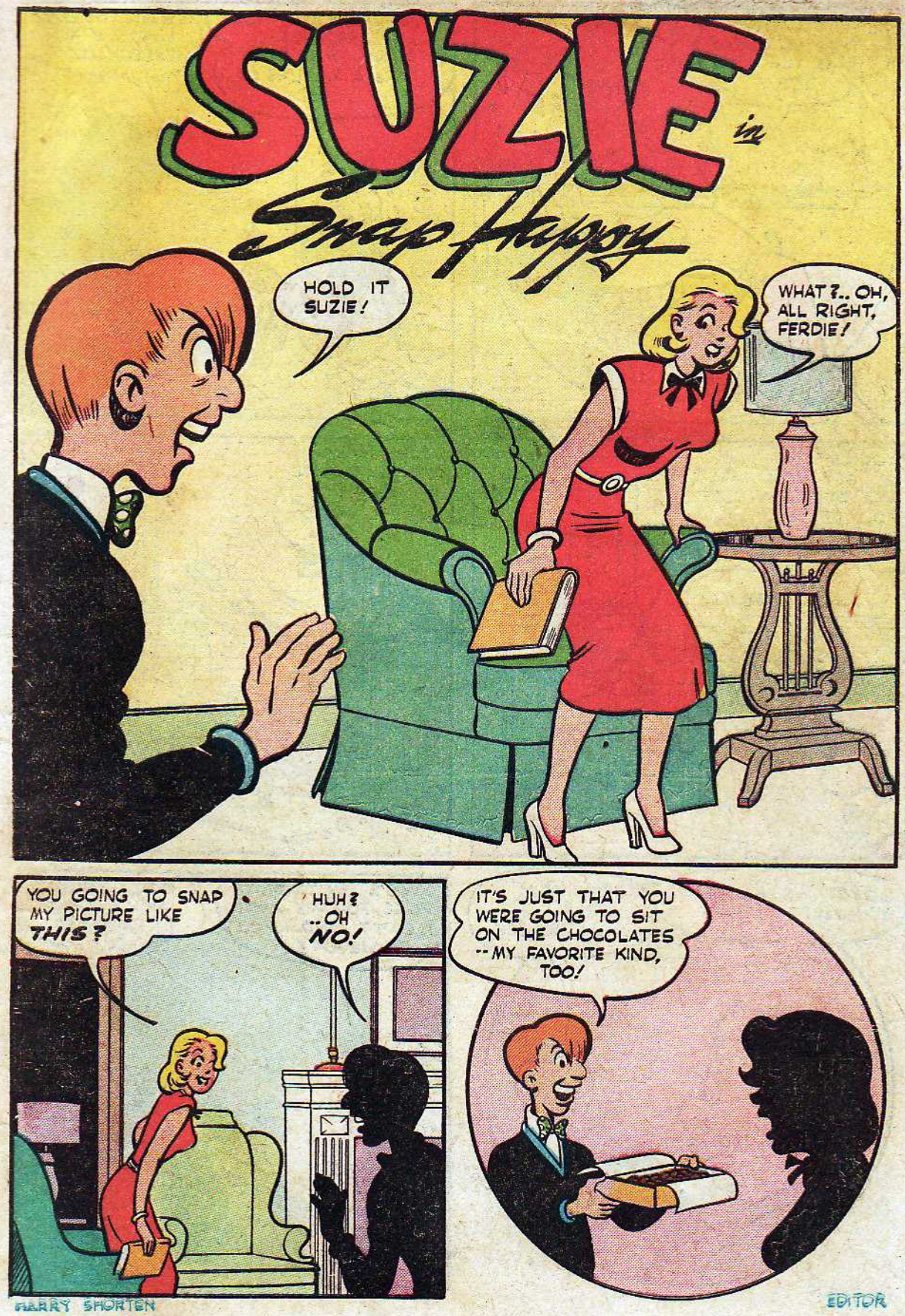
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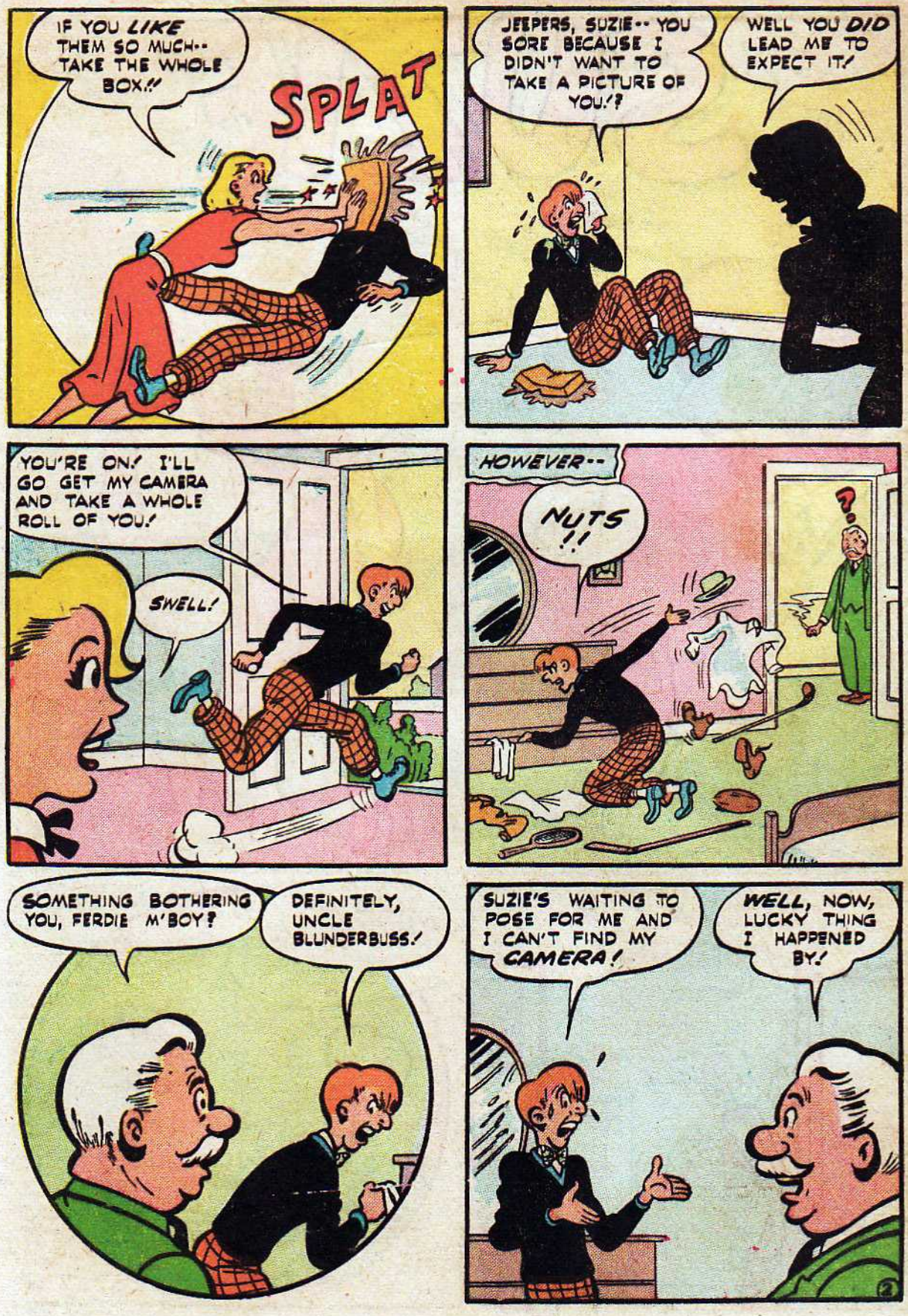
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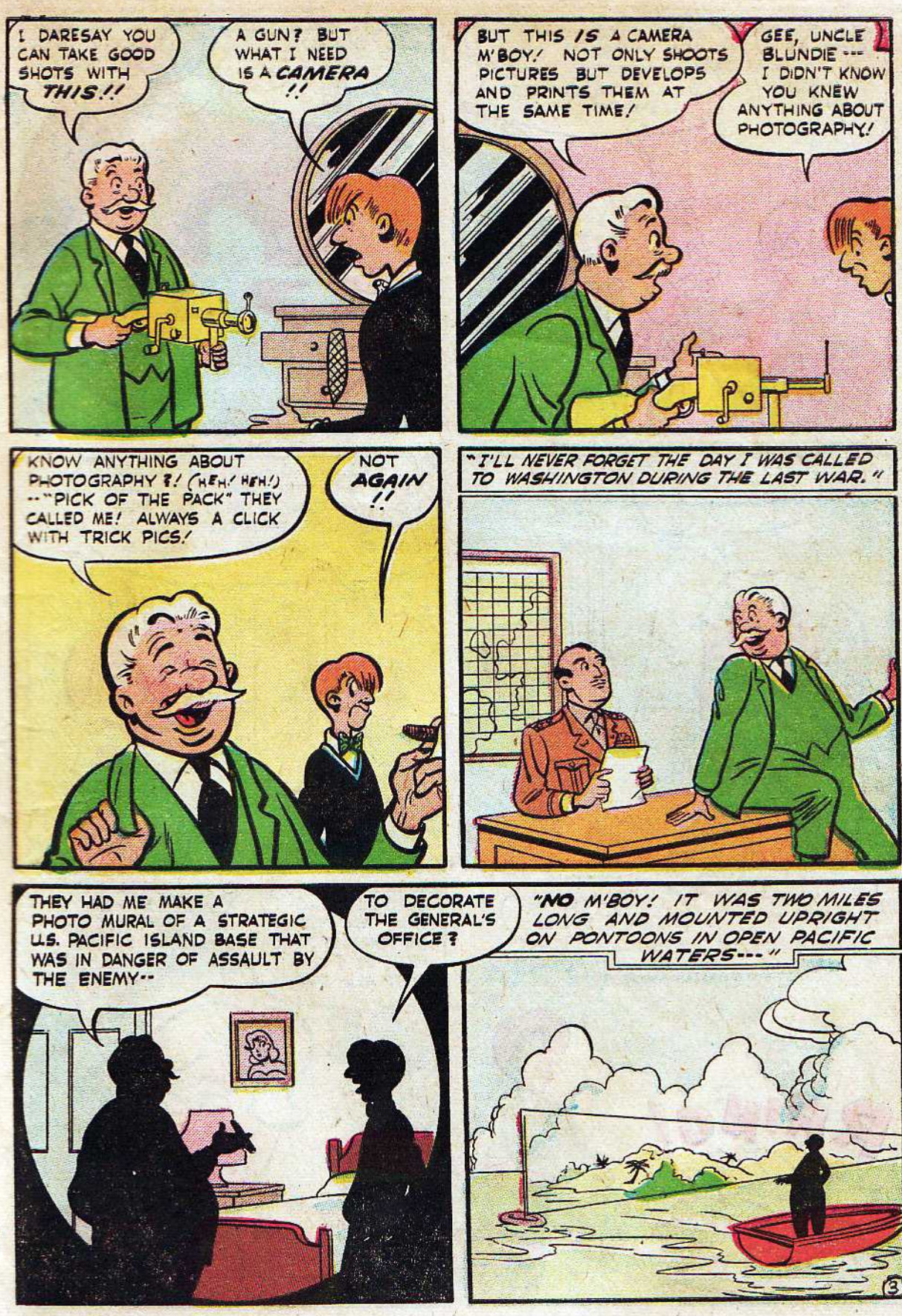
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52 PAGES

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SUZIE in
Snap Happy
HOLD IT SUZIE!
WHAT?.. OH, ALL RIGHT, FERDIE!
YOU GOING TO SNAP MY PICTURE LIKE THIS?
HUH? ..OH NO!
IT'S JUST THAT YOU WERE GOING TO SIT ON THE CHOCOLATES -- MY FAVORITE KIND, TOO!
HARRY SHORTEN
EDITOR


IF YOU LIKE THEM SO MUCH-- TAKE THE WHOLE BOX!!
SPLAT
JEEPERS, SUZIE-- YOU SORE BECAUSE I DIDN'T WANT TO TAKE A PICTURE OF YOU!?
WELL YOU DID LEAD ME TO EXPECT IT!
YOU'RE ON! I'LL GO GET MY CAMERA AND TAKE A WHOLE ROLL OF YOU!
SWELL!
HOWEVER--
NUTS!!
?
SOMETHING BOTHERING YOU, FERDIE M'BOY?
DEFINITELY, UNCLE BLUNDERBUSS!
SUZIE'S WAITING TO POSE FOR ME AND I CAN'T FIND MY CAMERA!
WELL, NOW, LUCKY THING I HAPPENED BY!


I DARESAY YOU CAN TAKE GOOD SHOTS WITH THIS!!
A GUN? BUT WHAT I NEED IS A CAMERA !!
BUT THIS IS A CAMERA M'BOY! NOT ONLY SHOOTS PICTURES BUT DEVELOPS AND PRINTS THEM AT THE SAME TIME!
GEE, UNCLE BLUNDIE --- I DIDN'T KNOW YOU KNEW ANYTHING ABOUT PHOTOGRAPHY!
KNOW ANYTHING ABOUT PHOTOGRAPHY?! (HEH! HEH!) --"PICK OF THE PACK" THEY CALLED ME! ALWAYS A CLICK WITH TRICK PICS!
NOT AGAIN !!
"I'LL NEVER FORGET THE DAY I WAS CALLED TO WASHINGTON DURING THE LAST WAR."
THEY HAD ME MAKE A PHOTO MURAL OF A STRATEGIC U.S. PACIFIC ISLAND BASE THAT WAS IN DANGER OF ASSAULT BY THE ENEMY--
TO DECORATE THE GENERAL'S OFFICE?
"NO M'BOY! IT WAS TWO MILES LONG AND MOUNTED UPRIGHT ON PONTOONS IN OPEN PACIFIC WATERS---"
3


YOU DON'T MEAN···?
YES, FERDIE! A LANDING WAS ATTEMPTED ON "BLUNDERBUSS ATOLL" BY A WHOLE JAPANESE DIVISION!


···THEY WERE LOST··· MEN, TANKS AND ARTILLERY·· IN TWO THOUSAND FEET OF WATER..!
NO!


YES INDEED!.. ONLY IT WORRIES ME···
DO TELL!


IF MY ISLAND IS FLOATING AROUND YET·· AND IT'S EVER DISCOVERED HOW WE REALLY WON THE WAR IN THE PACIFIC·· THERE'LL BE A LOT OF EMBARRASSED GENERALS!

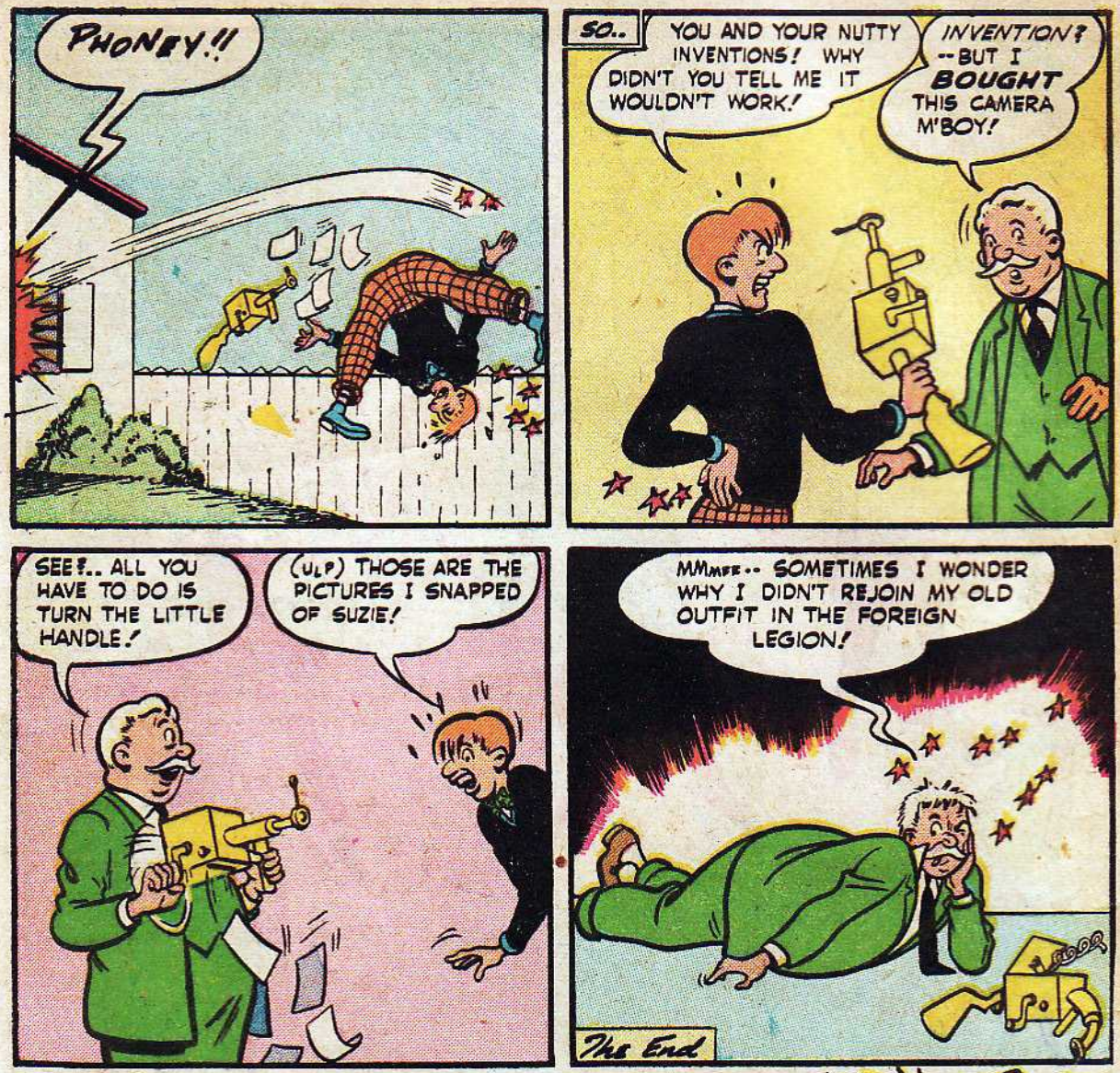

OH-OH·· I'LL BET THAT'S SUZIE!
RRING!


ARE YOU GOING TO TAKE MY PICTURE OR AREN'T YOU FERDIE? I CAN'T WAIT ALL DAY!
ER·· I'LL BE RIGHT OVER, SUZIE!
4


THANKS FOR THE CAMERA GUN, UNCLE BLUNDIE!.. I'LL BRING IT BACK WHEN I'M FINISHED!
RIGHT!
WHAT A SPOT! SUZIE EXPECTS ME TO TAKE HER PICTURE AND ALL I HAVE IS THIS NUTTY INVENTION OF UNCLE BLUNDIE'S!
I'LL TRY IT, ANYWAY!
DRUGS
LET'S HAVE SOME FILM, DOC! QUICK!!
?!
(GULP-- CHOKE) TAKE ALL YOU WANT, SIR!
HUH? OH! THIS ISN'T A GUN! IT'S A CAMERA!
IT-- IT'S PERFECTLY HARMLESS ??
ABSOLUTELY! COULDN'T HARM A FLY!
AND STAY OUT!
GEE! WHAT A WAY TO DO BUSINESS!


IT PROBABLY DOESN'T WORK ANYWAY··· I'LL GET SOME OLD SHOTS OF SUZIE·· PUT HER IN SIMILAR POSES WITH THE SAME OLD OUTFITS AND MAKE BELIEVE I TOOK THEM NOW!
SO..
YOU MEAN YOU DON'T LIKE THIS NEW DRESS EITHER?
NOT ENOUGH ZING! GO PUT ON THE OLD GREEN ONE WITH THE PLEATED SKIRT!
LATER..
FERDIE, I DON'T KNOW WHY YOU KEEP INSISTING I WEAR ALL MY OLD DRESSES! HOW'S THIS ONE?.
FINE, BUT HOW ABOUT CHANGING YOUR POSE?
OKAY ??
ER...NO! SUPPOSE YOU PUT BOTH HANDS ON YOUR HIPS AND PUT YOUR WEIGHT ON YOUR LEFT LEG!
UNTIL FINALLY..
OKAY SUZIE! YOU CAN STOP POSING NOW!
WELL! I MUST SAY YOU'VE BEEN VERY FUSSY WITH THESE PICTURES TODAY FERDIE, YOU MADE ME CHANGE MY CLOTHES FIVE TIMES!
IT WAS WORTH IT, THOUGH!.. TAKE A LOOK AT THE RESULTS!
WHEN SUZIE SEES THESE OLD PICTURES SHE'LL THINK THEY'RE THE ONES JUST SNAPPED WITH THIS CAMERA!
6


AMAZING CAMERA, EH, WHAT?
INCREDIBLE !!
IT EVEN SUCCEEDED IN TAKING UP ALL THE HEMS I LET DOWN WHEN THE NEW LOOK CAME IN!



Laugh Comics

HAS ONE GRAND PARADE OF STARS IN EACH ISSUE



WOW! JUST THINK! ALL THESE STARS IN ONE BIG MAGAZINE FOR ONLY TEN CENTS! ALL GOOD CLEAN, WHOLESOME APPROVED READING!

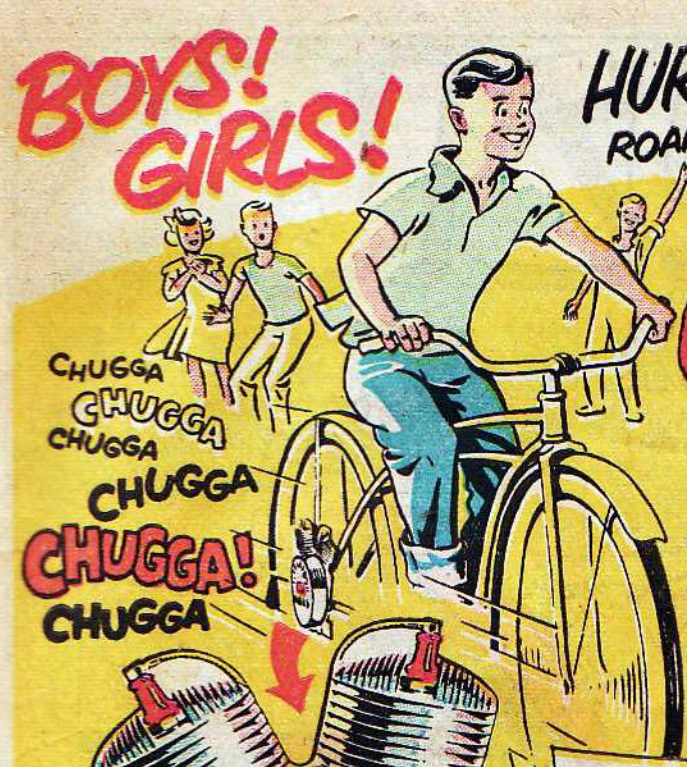


BOYS! GIRLS!

HURRY! BE THE FIRST TO GO ROARING BY WITH A WONDERFUL

CHUGGA-MOTA!

SOUNDS LIKE A REAL MOTORCYCLE





ONLY **20¢** WITH TWO FRONT COVERS OF SMITH BROTHERS **WILD CHERRY** COUGH DROP BOXES

Here's how it works. You'll be the envy of every kid in the neighborhood when you go ripping and roaring down the street with your Smith Brothers' CHUGGA-MOTA! Looks like a real two-cylinder motor. Nothing ever before made with this special motor sound chamber. Sturdy, colorful. You just fasten it onto the rear wheel of your bike—or the front wheel of a tricycle—and the faster you pedal, the louder it roars! Play speed cop, or army messenger. Have wonderful parades. Get several! They make dandy birthday presents, too!

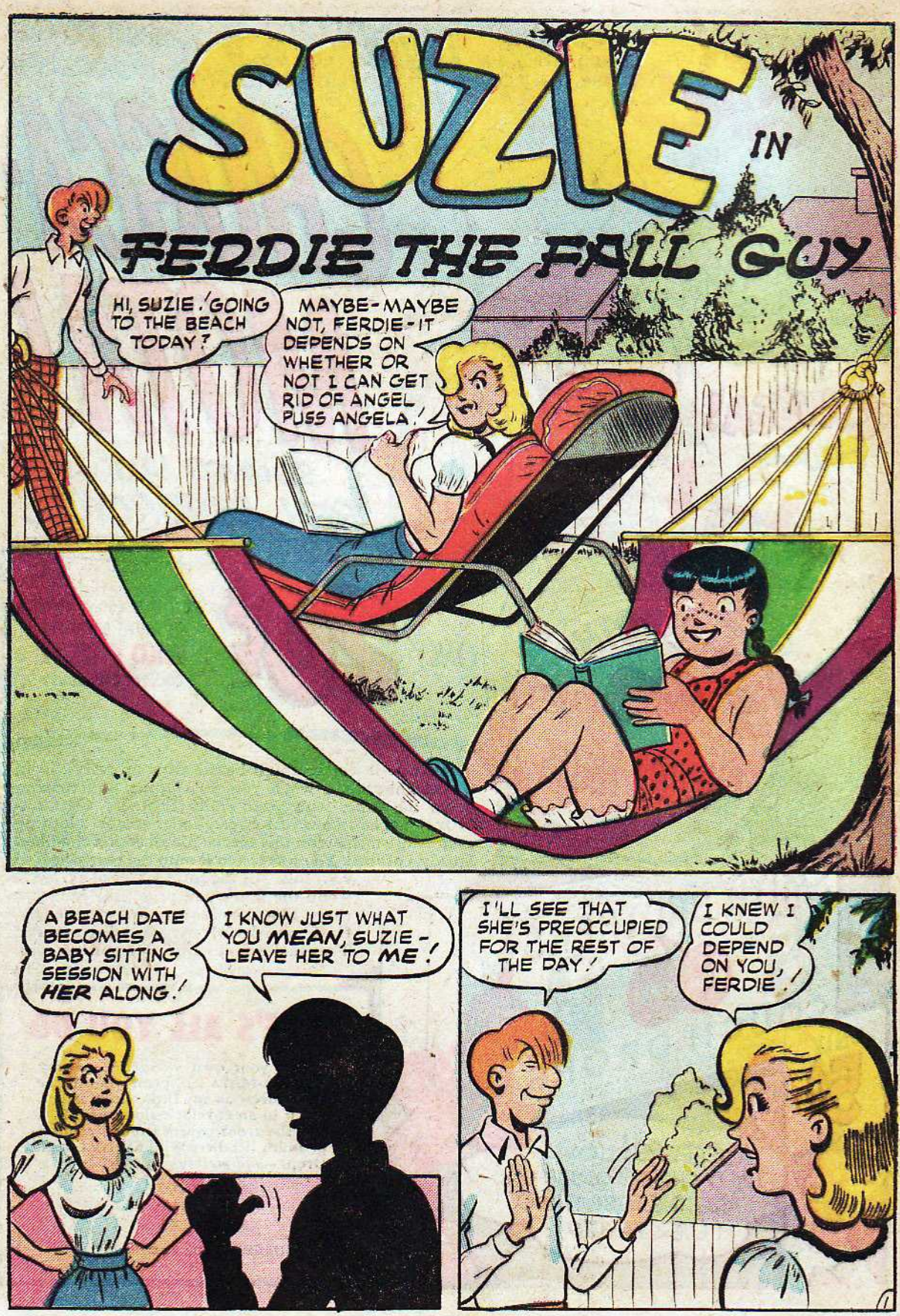


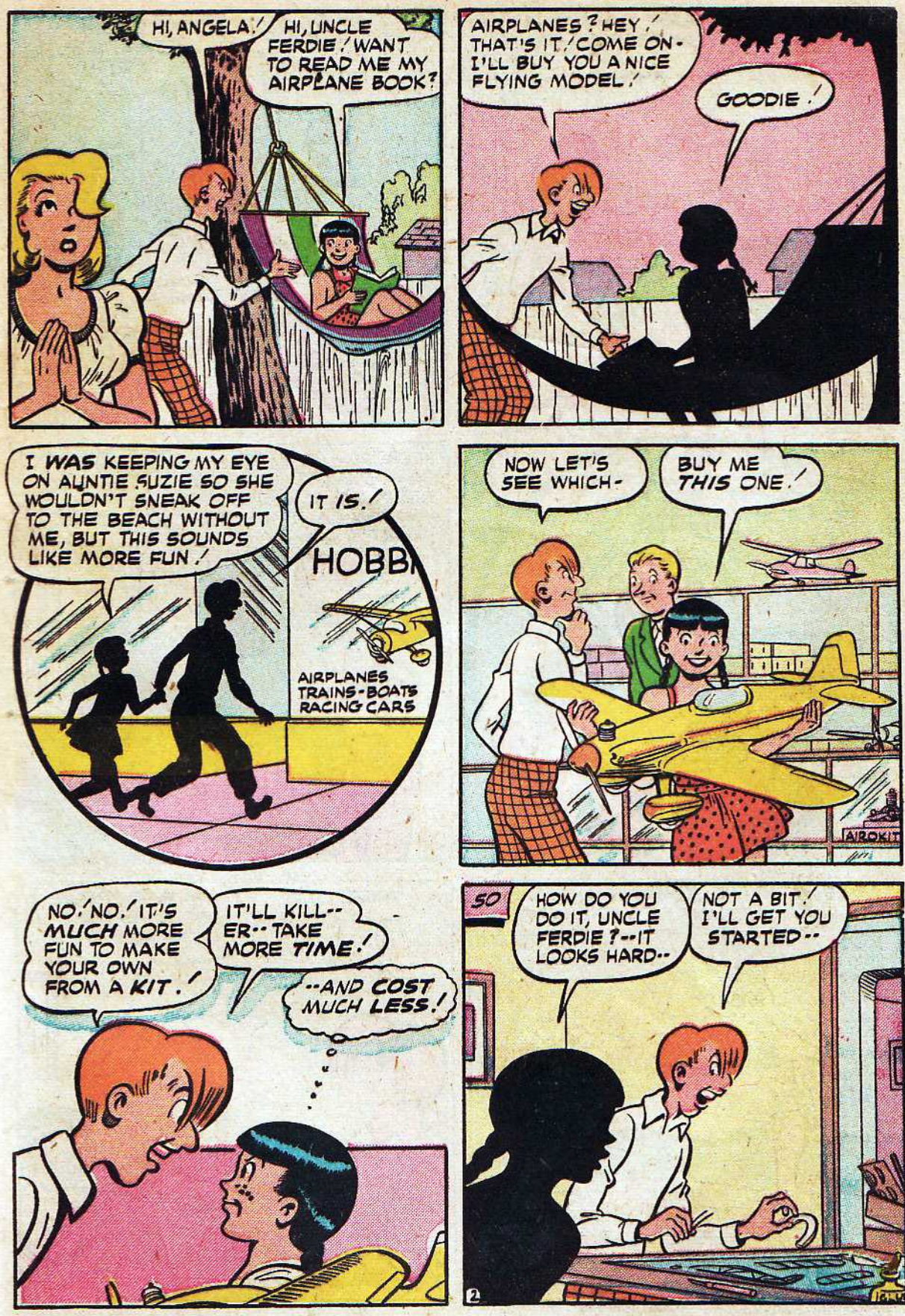
HERE'S ALL YOU DO

To get your own wonderful roaring CHUGGA-MOTA . . . print your name and address on any little slip of paper. Put it in an envelope along with 20¢, and the front covers from *two* boxes of Smith Brothers Wild Cherry Cough Drops—*and mail to:*

SMITH BROTHERS
P. O. Box No. 248
New York 44, N. Y.

HURRY! While supply lasts!


SUZIE IN
FERDIE THE FALL GUY
HI, SUZIE! GOING TO THE BEACH TODAY?
MAYBE-MAYBE NOT, FERDIE-IT DEPENDS ON WHETHER OR NOT I CAN GET RID OF ANGEL PUSS ANGELA!
A BEACH DATE BECOMES A BABY SITTING SESSION WITH HER ALONG!
I KNOW JUST WHAT YOU MEAN, SUZIE-LEAVE HER TO ME!
I'LL SEE THAT SHE'S PREOCCUPIED FOR THE REST OF THE DAY!
I KNEW I COULD DEPEND ON YOU, FERDIE!


HI, ANGELA!
HI, UNCLE FERDIE! WANT TO READ ME MY AIRPLANE BOOK?
AIRPLANES? HEY! THAT'S IT! COME ON - I'LL BUY YOU A NICE FLYING MODEL!
GOODIE!
I WAS KEEPING MY EYE ON AUNTIE SUZIE SO SHE WOULDN'T SNEAK OFF TO THE BEACH WITHOUT ME, BUT THIS SOUNDS LIKE MORE FUN!
IT IS!
HOBBI
AIRPLANES
TRAINS-BOATS
RACING CARS
NOW LET'S SEE WHICH-
BUY ME THIS ONE!
AIROKIT
NO! NO! IT'S MUCH MORE FUN TO MAKE YOUR OWN FROM A KIT!
IT'LL KILL-- ER-- TAKE MORE TIME!
--AND COST MUCH LESS!
SO
HOW DO YOU DO IT, UNCLE FERDIE?--IT LOOKS HARD--
NOT A BIT! I'LL GET YOU STARTED--
2


" I CAN JUST SEE SUZIE AND I RELAXING IN THE SUN WHILE ANGEL PUSS BEATS HER BRAINS OUT WITH THIS STUFF (CHUCKLE)
SEE? THERE'S A WING!
GOODIE! LET'S FLY IT!
YOU CAN'T FLY A WING!
WHY NOT?
BECAUSE--(SPUTTER:) OKAY, OKAY, I'LL MAKE THE PLANE FOR YOU! THEN YOU CAN FLY IT TO YOUR HEART'S CONTENT!
GOODIE!
" AT LEAST IF SHE FLIES IT ALL AFTERNOON WE CAN ENJOY THE WATER! "
THERE!
IT'S BEAUTIFUL UNCLE FERDIE! LET'S FLY IT!


FLY IT YOURSELF! IT'S ALL WOUND UP AND READY TO GO!
AREN'T YOU GOING TO FLY IT WITH ME?


NO! I HAVE TO TAKE --ER--SOME ASPIRIN!
YOU SICK, UNCLE FERDIE?

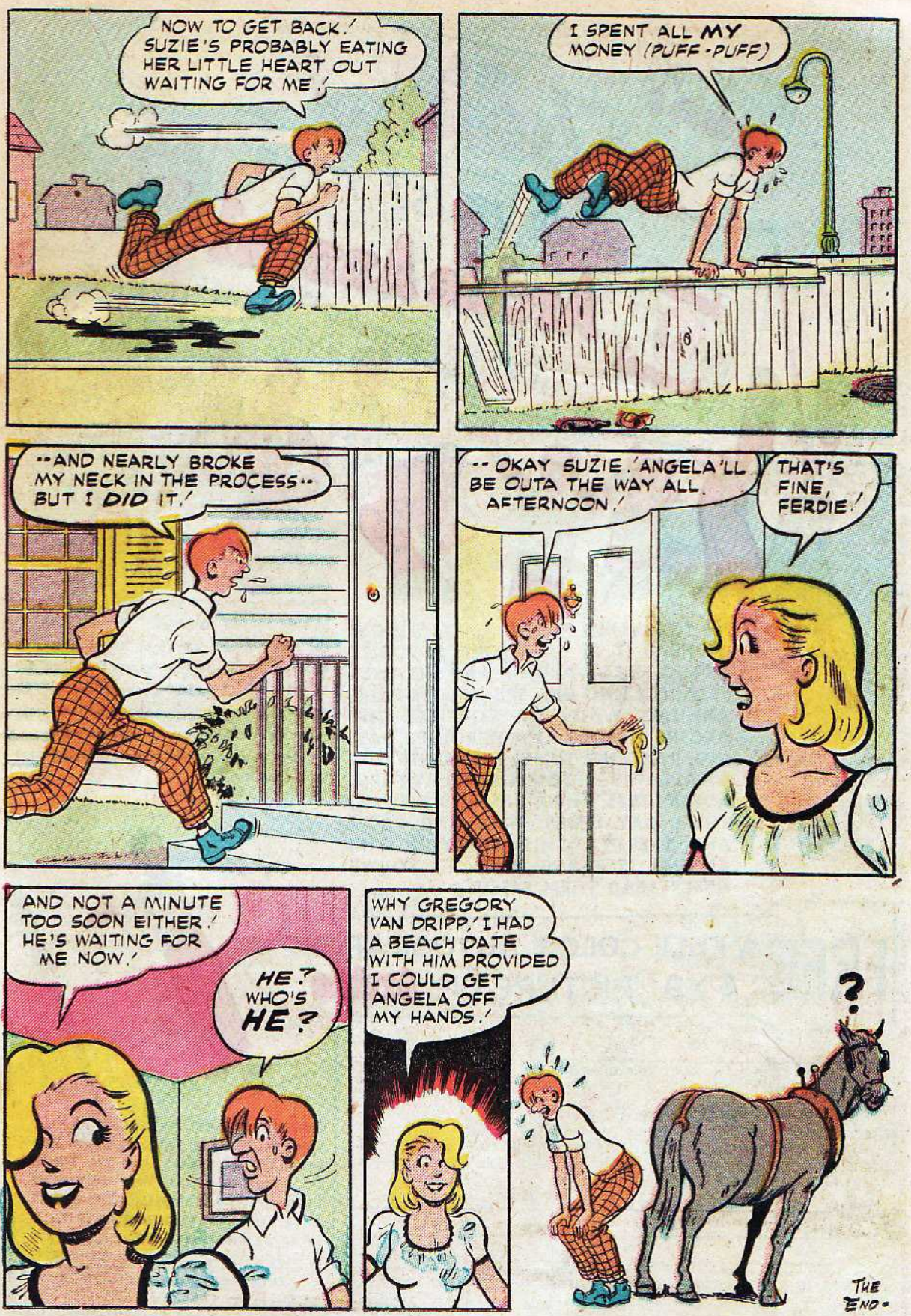

YES! I HAVE A PAIN IN THE NECK! I HAVE TO SEE THE DOCTOR RIGHT AWAY!
OKAY, (SIGH) I'LL FLY IT ALL BY MY LITTLE SELF--


GOOD!
I HATE TO FIB LIKE THAT, BUT--
WHEEE!


KLUNK!
ZOOM


SO
I REALLY SHOULD PUT HORSE BLINKERS ON YOU, BUT IF YOU PROMISE NOT TO TURN YOUR HEAD FOR TWO WEEKS YOUR NECK WILL BE AS GOOD AS NEW!
YES, DOCTOR!


YOU REALLY DID HAVE TO GO TO THE DOCTOR, DIDN'T YOU UNCLE FERDIE.!
YAS.! NOW GO FLY YOUR ☆∂# !! AIRPLANE!
I CAN'T.! YOU BROKE IT WITH YOUR NECK.!
LOOK, ANGEL PUSS.! YOU LIKE AIRPLANES, DON'T YOU?!
YOU BET.!
FINE.! I'LL SHOW YOU A REAL ONE!
MUNICIPAL AIRPORT
IT'LL COST YOU TEN BUCKS TO KEEP HER UP FOR THREE HOURS, BUB!
IT'S WORTH IT.! NOW TAKE OFF! QUICK.!
BYE, UNCLE FERDIE! AND THANKS.!
IT'S A PLEASURE.!
5


NOW TO GET BACK.' SUZIE'S PROBABLY EATING HER LITTLE HEART OUT WAITING FOR ME.'
I SPENT ALL MY MONEY (PUFF-PUFF)
--AND NEARLY BROKE MY NECK IN THE PROCESS-- BUT I DID IT.'
-- OKAY SUZIE.' ANGELA'LL BE OUTA THE WAY ALL AFTERNOON.'
THAT'S FINE, FERDIE.'
AND NOT A MINUTE TOO SOON EITHER.' HE'S WAITING FOR ME NOW.'
HE.? WHO'S HE?
WHY GREGORY VAN DRIPP.' I HAD A BEACH DATE WITH HIM PROVIDED I COULD GET ANGELA OFF MY HANDS.'
?
THE END-



YOU ASKED FOR IT . . . AND NOW HERE IT IS . . . YOUR FAVORITE COMIC HERO—ARCHIE AND HIS PALS . . . APPEARING IN A SPECIAL 116-PAGE ANNUAL! WAIT 'TIL YOU SEE THE ARCHIE HEROES AND HEROINES DATING, DANCING, TUMBLING IN AND OUT OF SCRAPES . . . YOU'LL ROAR AT THEIR ADVENTURES, THEIR UPS AND DOWNS, THEIR GAY TIMES, TOO! AND EACH AND EVERY ARCHIE STORY IN THE ANNUAL IS *BRAND NEW* . . . YOU'VE NEVER READ THEM BEFORE!

SEND FOR YOURS TODAY! Published just once a year . . . the 1949-50 edition of the Archie Annual will be on all newsstands in October! But the supply is limited! Don't miss out on all the fun . . . get on our pre-publication list by filling in the coupon NOW, so you'll be sure to get your copy. You'll also get . . . *absolutely free* . . . a full-color, autographed photo of Archie! Mail the coupon TODAY!

FREE A FULL COLOR AUTOGRAPHED 6X9 PICTURE OF Archie



MAIL THIS COUPON TO

ARCHIE ANNUAL
241 Church Street, New York 13, N. Y.

GENTLEMEN:
ENCLOSED FIND TWENTY-FIVE CENTS FOR WHICH SEND ONE COPY OF THE 1949-50 ARCHIE ANNUAL AS SOON AS IT IS OFF THE PRESS, AND FREE 6x9 ARCHIE PIN-UP TO:

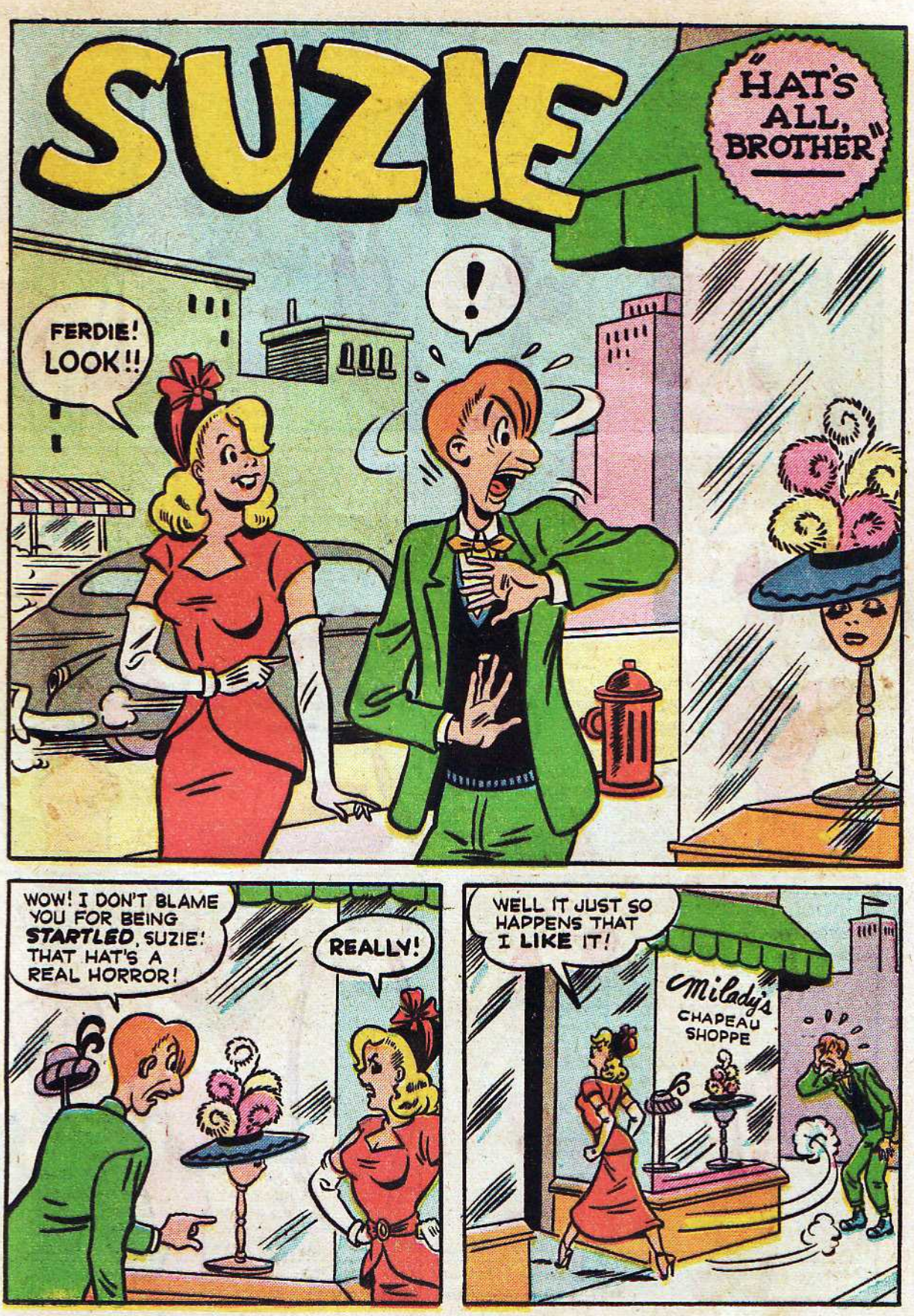
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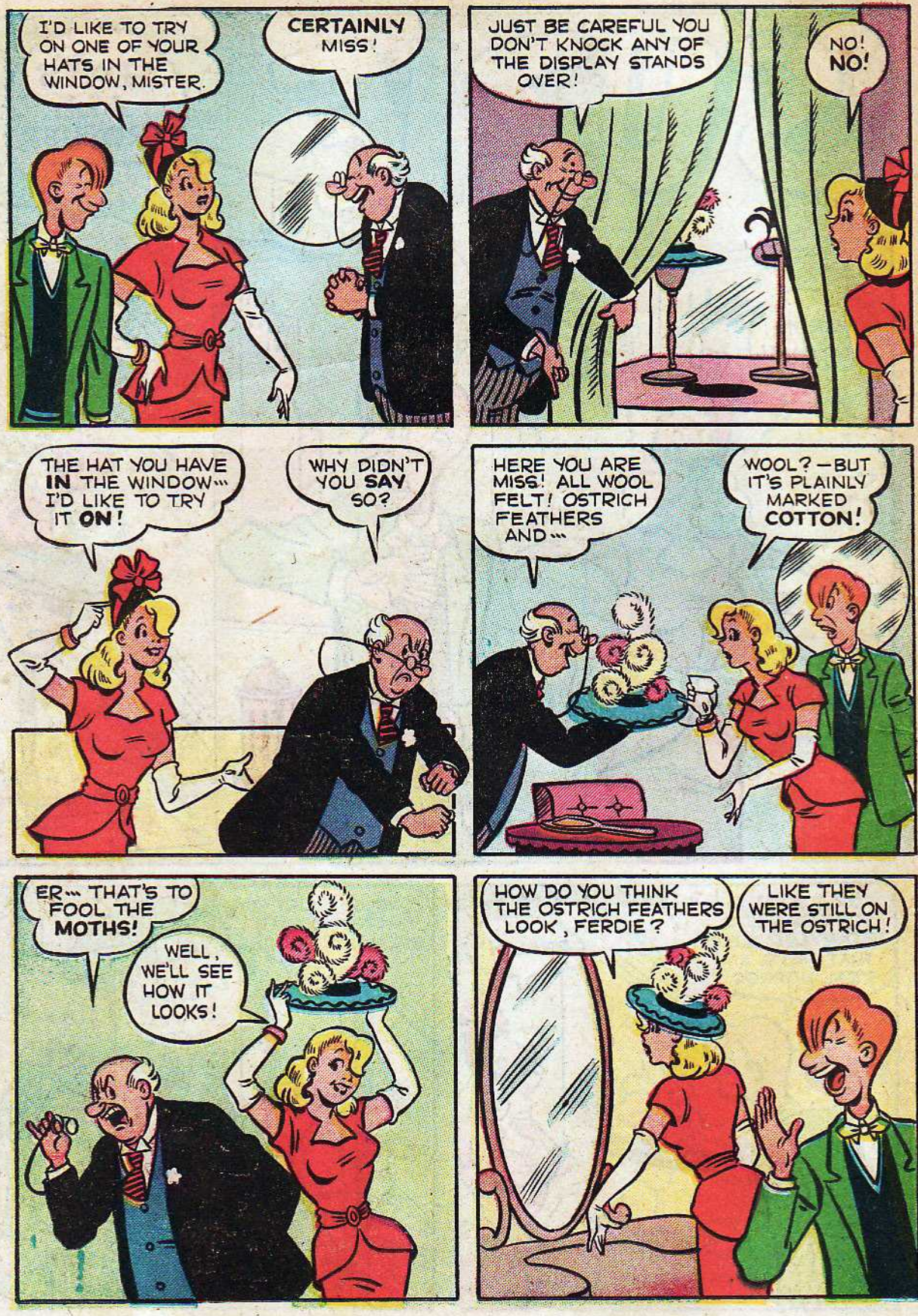
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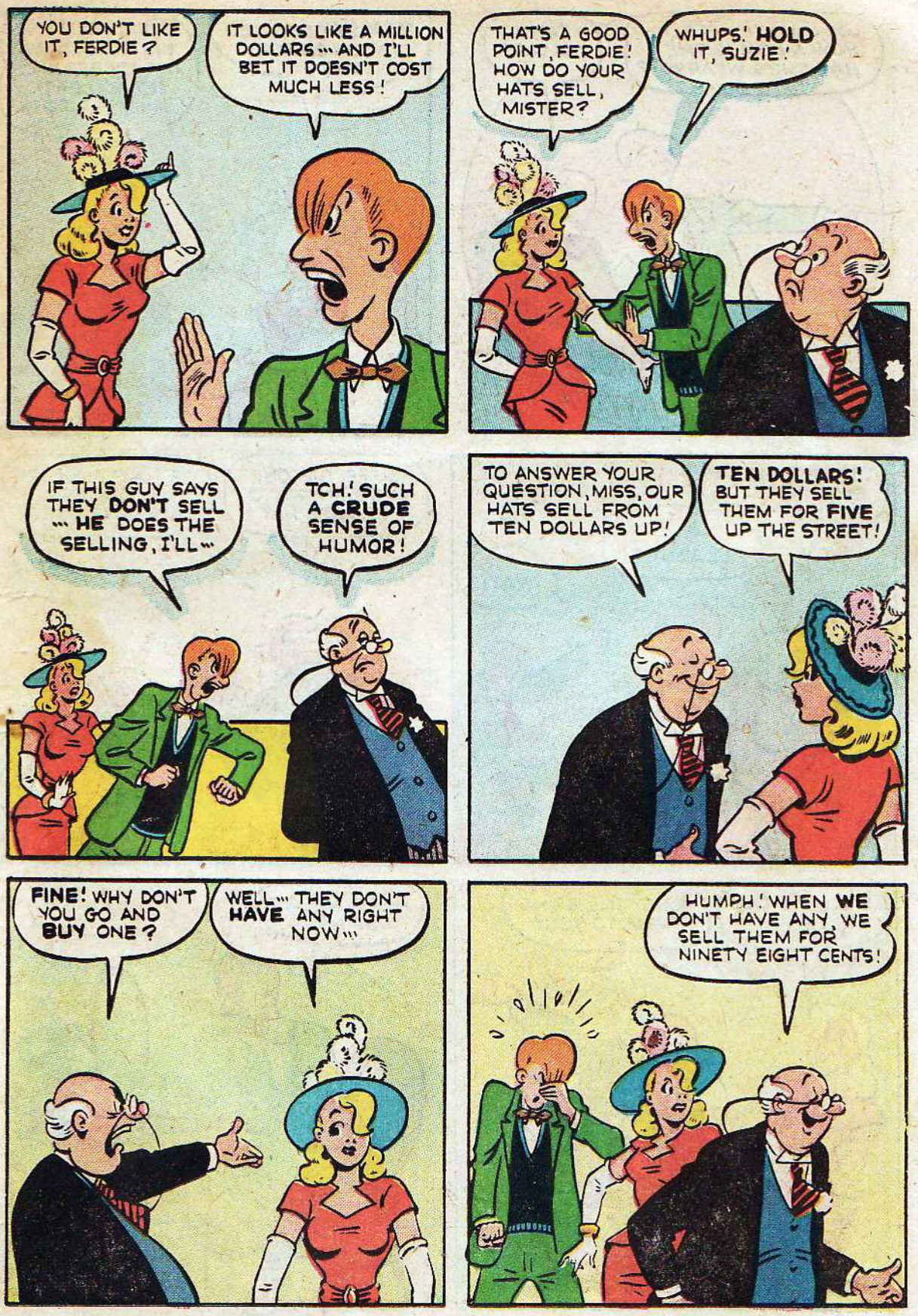
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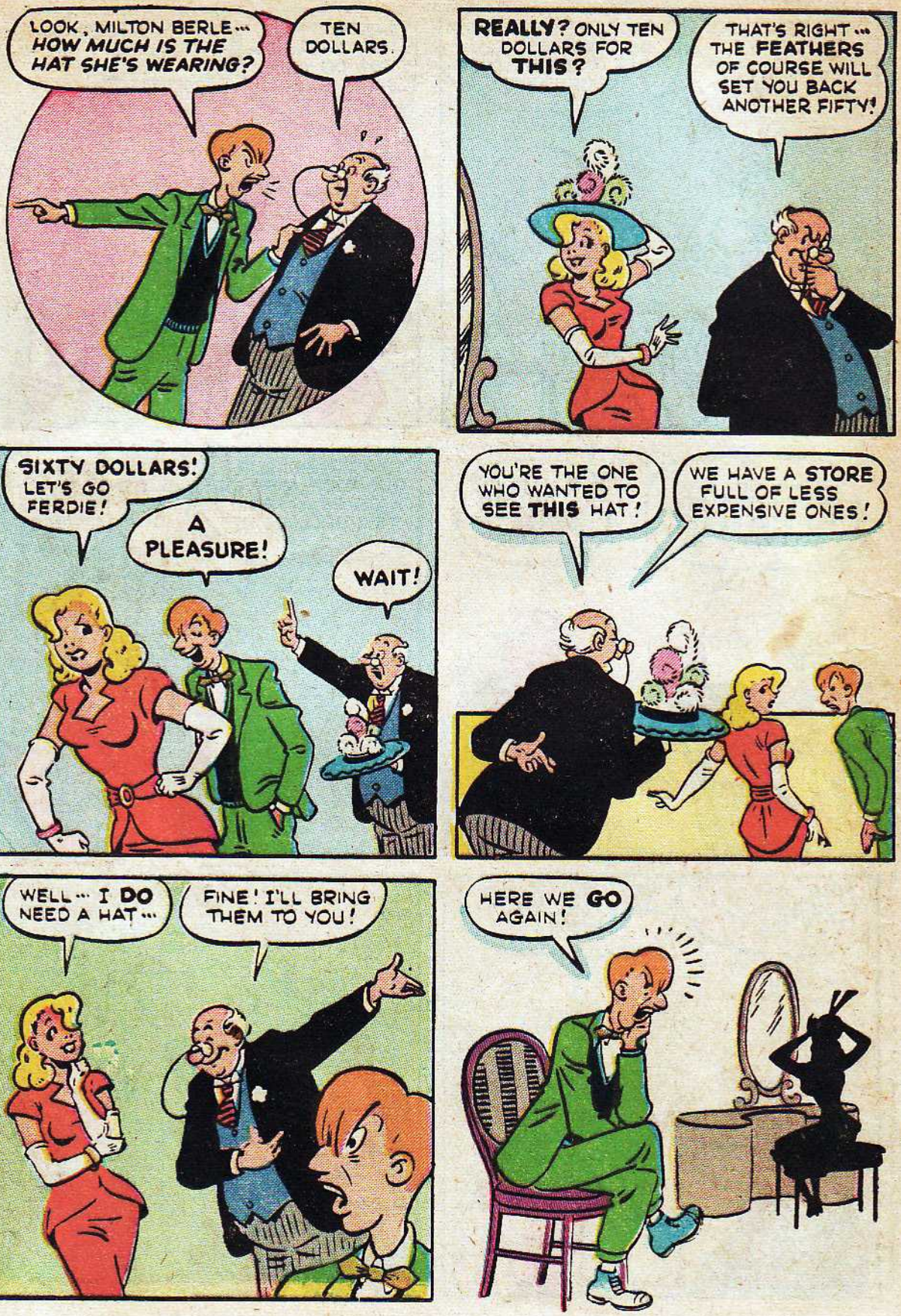
INCIDENTALLY, KIDS—THE ARCHIE ANNUAL AND PIN-UP MAKE SWELL PRESENTS FOR BIRTHDAYS, CHRISTMAS AND ALL OTHER OCCASIONS FOR YOUR PALS. JUST PRINT THE NAMES AND ADDRESSES OF THE FRIENDS OR RELATIVES YOU WISH TO RECEIVE IT, ON SEPARATE SHEETS OF PAPER, ENCLOSE 25c FOR EACH COPY. . . . WE WILL DO THE REST.

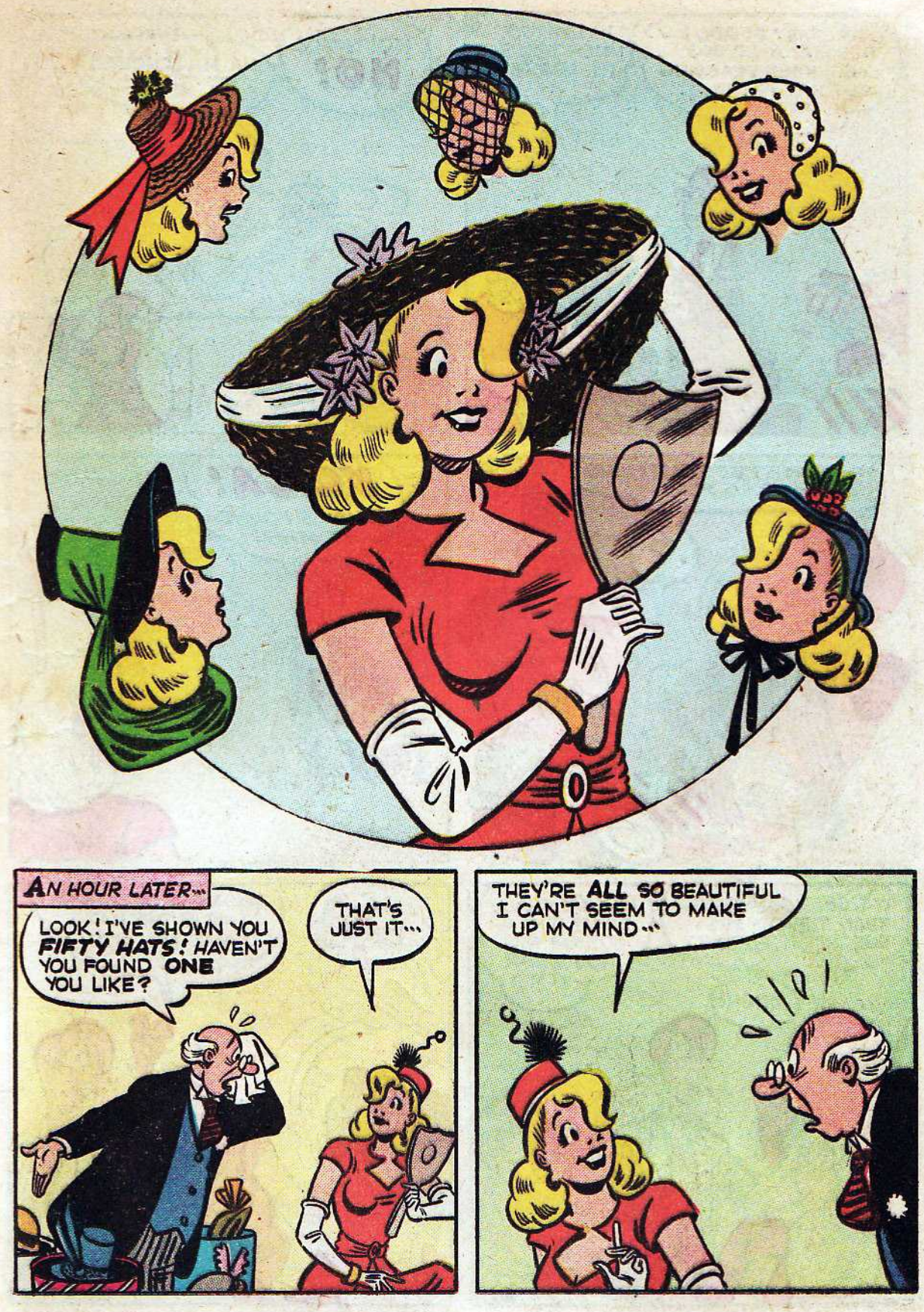
SEND IN THIS COUPON ALONG WITH 25c IN COIN FOR YOUR COPY OF THE ARCHIE ANNUAL NOW AND RECEIVE THIS HANDSOME ARCHIE PIN-UP FREE!

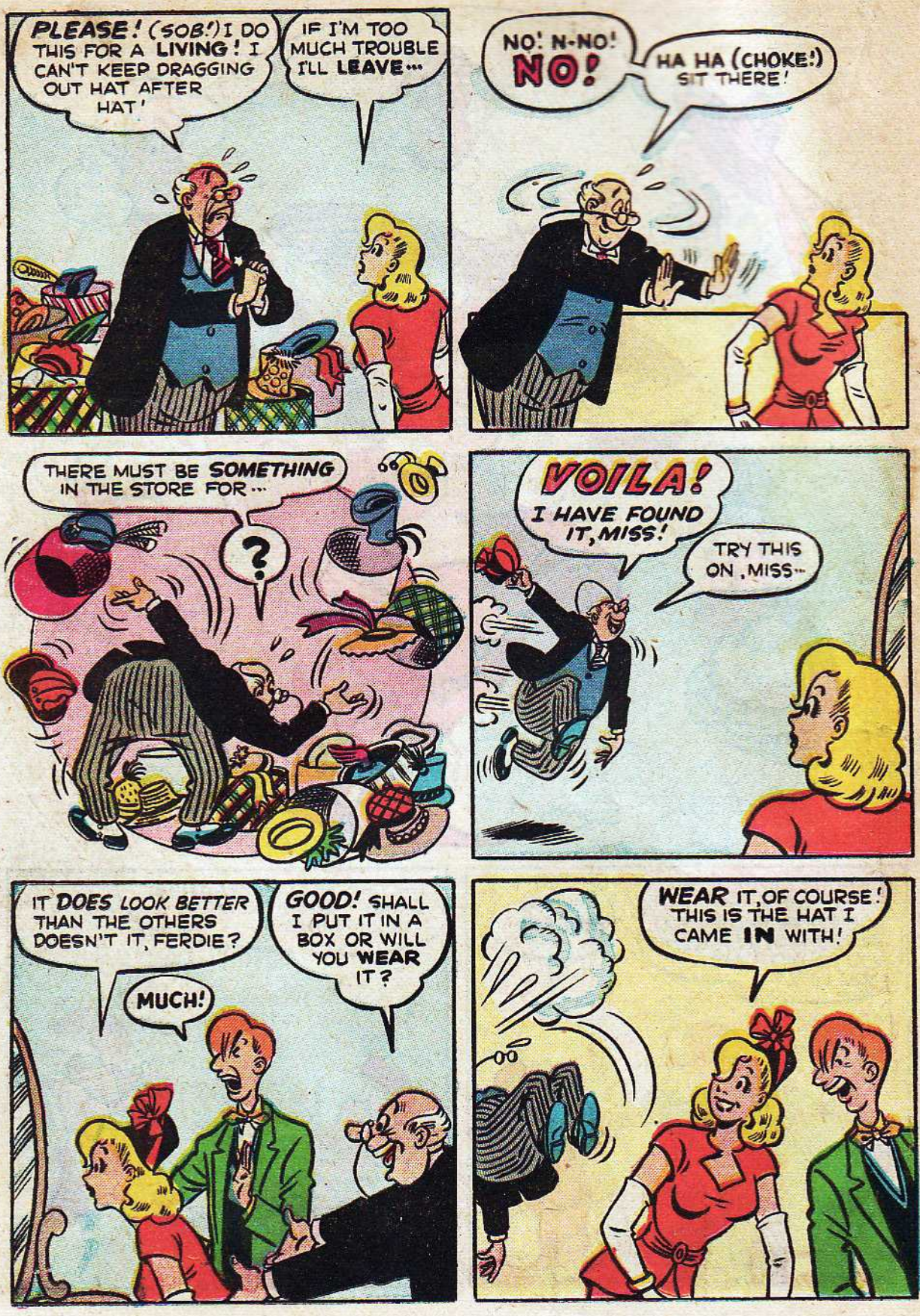

SUZIE
"HAT'S ALL, BROTHER"
FERDIE! LOOK!!
!
WOW! I DON'T BLAME YOU FOR BEING STARTLED, SUZIE! THAT HAT'S A REAL HORROR!
REALLY!
WELL IT JUST SO HAPPENS THAT I LIKE IT!
Milady's CHAPEAU SHOPPE


I'D LIKE TO TRY ON ONE OF YOUR HATS IN THE WINDOW, MISTER.
CERTAINLY MISS!
JUST BE CAREFUL YOU DON'T KNOCK ANY OF THE DISPLAY STANDS OVER!
NO! NO!
THE HAT YOU HAVE IN THE WINDOW··· I'D LIKE TO TRY IT ON!
WHY DIDN'T YOU SAY SO?
HERE YOU ARE MISS! ALL WOOL FELT! OSTRICH FEATHERS AND···
WOOL? — BUT IT'S PLAINLY MARKED COTTON!
ER··· THAT'S TO FOOL THE MOTHS!
WELL, WE'LL SEE HOW IT LOOKS!
HOW DO YOU THINK THE OSTRICH FEATHERS LOOK, FERDIE?
LIKE THEY WERE STILL ON THE OSTRICH!

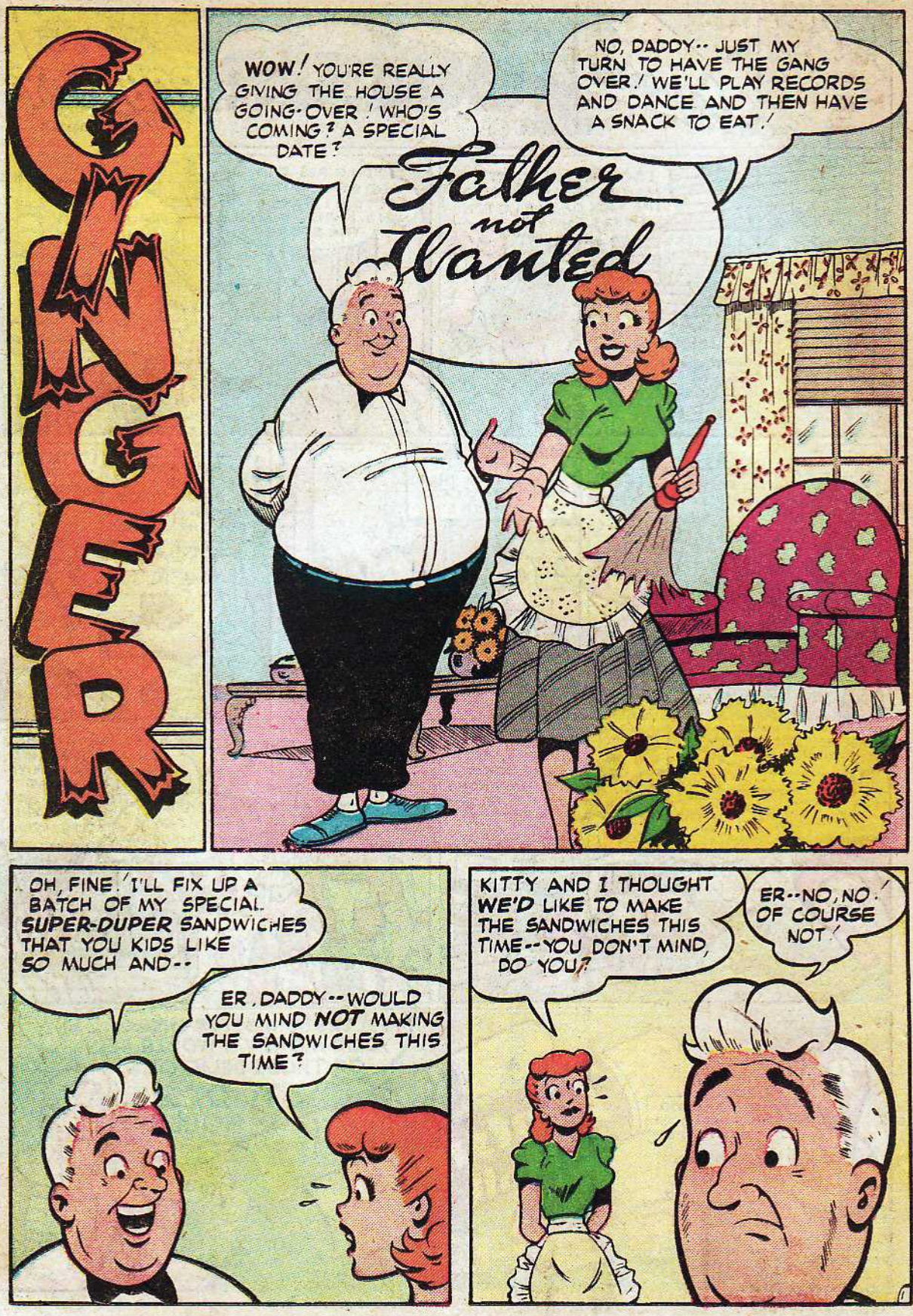

YOU DON'T LIKE IT, FERDIE?
IT LOOKS LIKE A MILLION DOLLARS ... AND I'LL BET IT DOESN'T COST MUCH LESS!
THAT'S A GOOD POINT, FERDIE! HOW DO YOUR HATS SELL, MISTER?
WHUPS! HOLD IT, SUZIE!
IF THIS GUY SAYS THEY DON'T SELL ... HE DOES THE SELLING, I'LL ...
TCH! SUCH A CRUDE SENSE OF HUMOR!
TO ANSWER YOUR QUESTION, MISS, OUR HATS SELL FROM TEN DOLLARS UP!
TEN DOLLARS! BUT THEY SELL THEM FOR FIVE UP THE STREET!
FINE! WHY DON'T YOU GO AND BUY ONE?
WELL ... THEY DON'T HAVE ANY RIGHT NOW ...
HUMPH! WHEN WE DON'T HAVE ANY, WE SELL THEM FOR NINETY EIGHT CENTS!

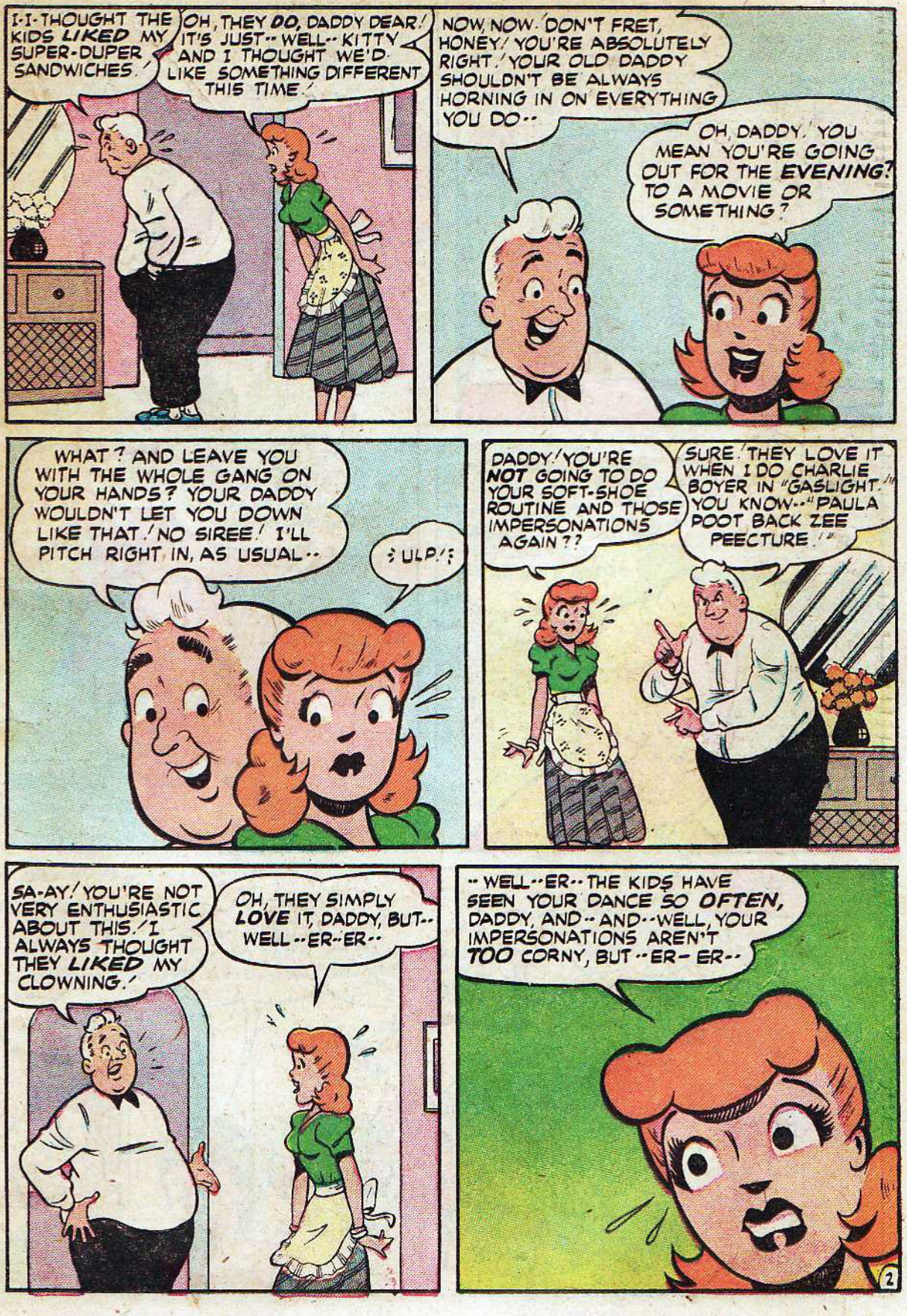

LOOK, MILTON BERLE... HOW MUCH IS THE HAT SHE'S WEARING?
TEN DOLLARS.
REALLY? ONLY TEN DOLLARS FOR THIS?
THAT'S RIGHT... THE FEATHERS OF COURSE WILL SET YOU BACK ANOTHER FIFTY!
SIXTY DOLLARS! LET'S GO FERDIE!
A PLEASURE!
WAIT!
YOU'RE THE ONE WHO WANTED TO SEE THIS HAT!
WE HAVE A STORE FULL OF LESS EXPENSIVE ONES!
WELL... I DO NEED A HAT...
FINE! I'LL BRING THEM TO YOU!
HERE WE GO AGAIN!

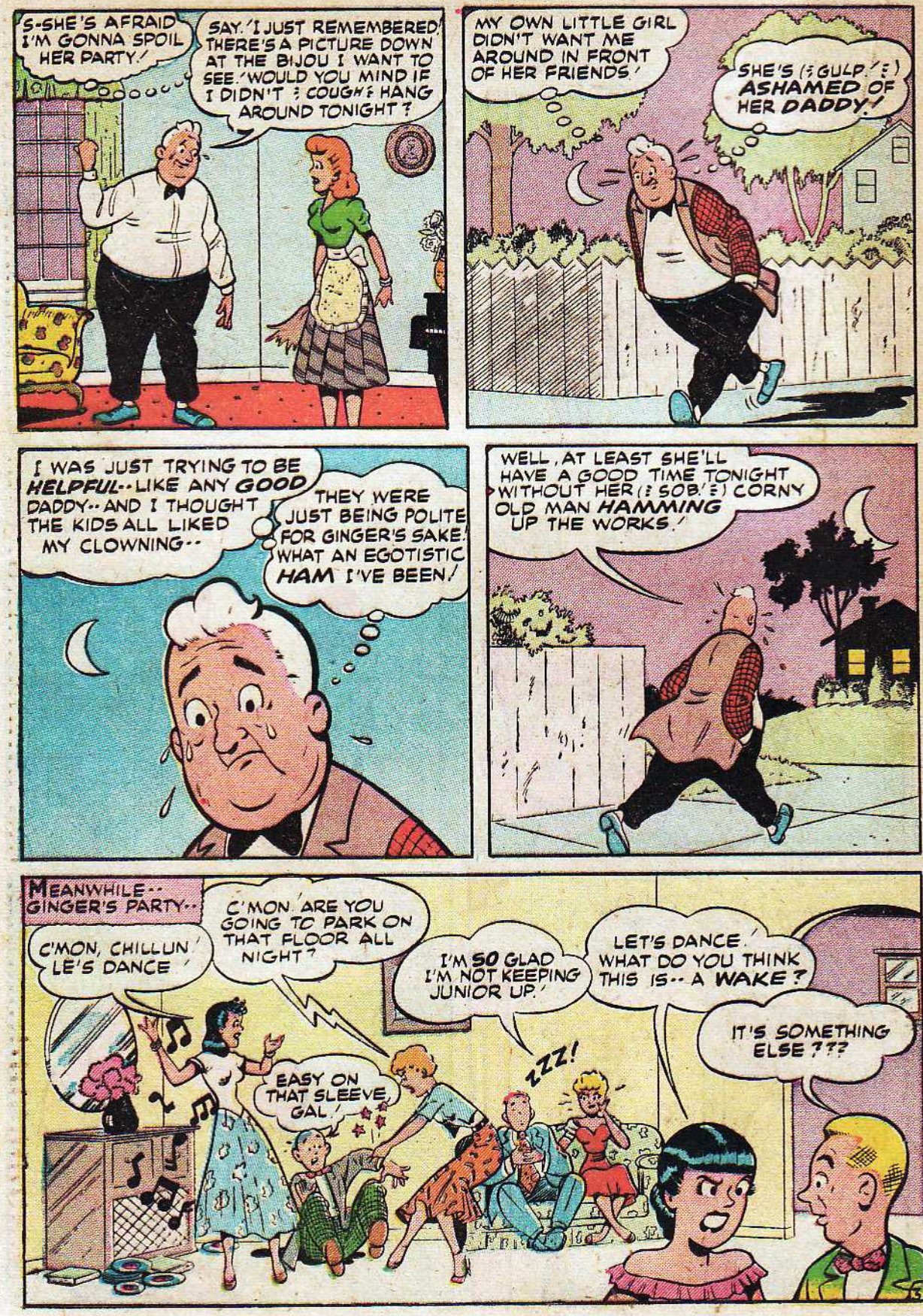

AN HOUR LATER...
LOOK! I'VE SHOWN YOU FIFTY HATS! HAVEN'T YOU FOUND ONE YOU LIKE?
THAT'S JUST IT...
THEY'RE ALL SO BEAUTIFUL I CAN'T SEEM TO MAKE UP MY MIND...

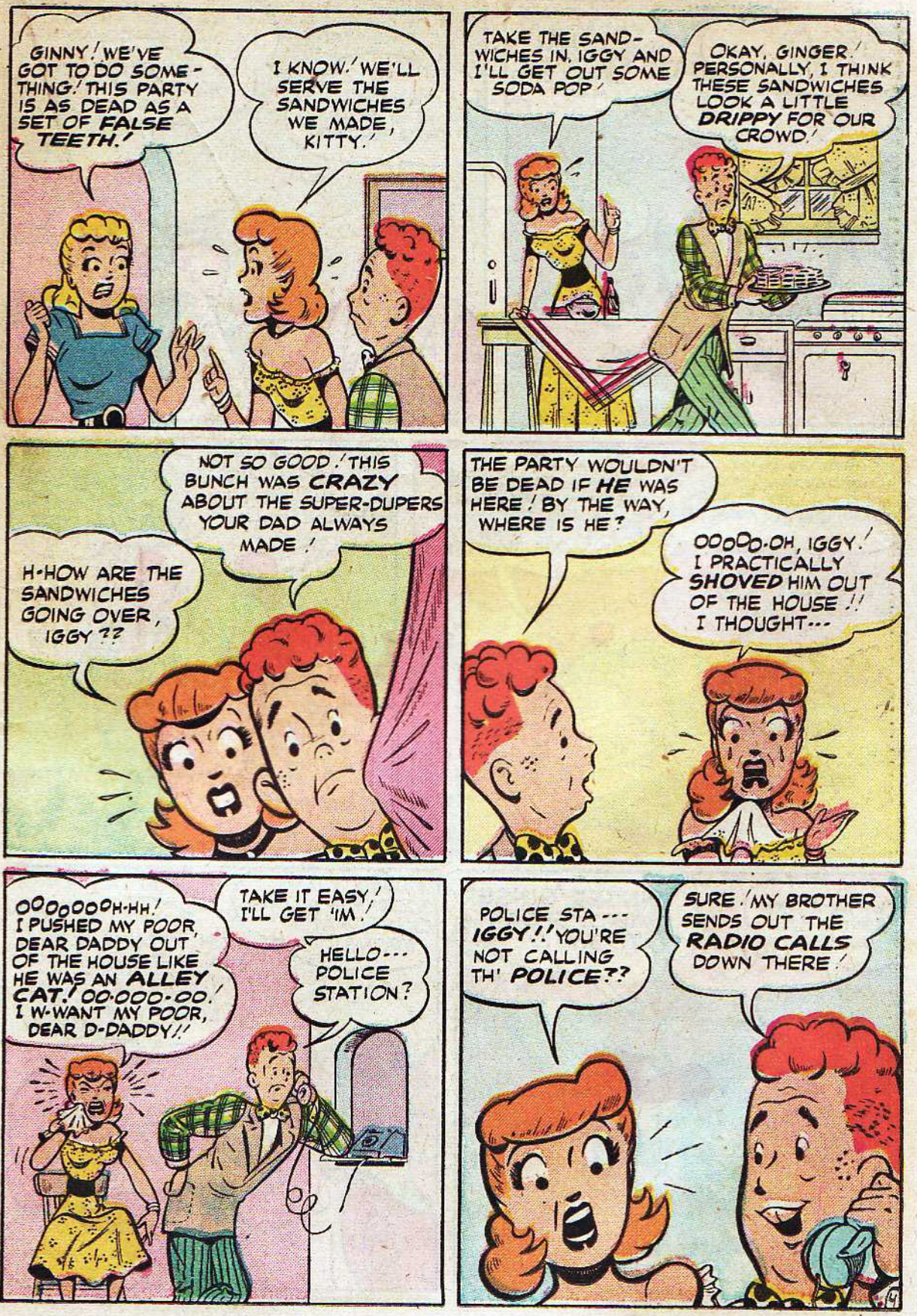

PLEASE! (SOB!) I DO THIS FOR A LIVING! I CAN'T KEEP DRAGGING OUT HAT AFTER HAT!
IF I'M TOO MUCH TROUBLE I'LL LEAVE...
NO! N-NO! NO!
HA HA (CHOKE!) SIT THERE!
THERE MUST BE SOMETHING IN THE STORE FOR...
?
VOILA! I HAVE FOUND IT, MISS!
TRY THIS ON, MISS...
IT DOES LOOK BETTER THAN THE OTHERS DOESN'T IT, FERDIE?
MUCH!
GOOD! SHALL I PUT IT IN A BOX OR WILL YOU WEAR IT?
WEAR IT, OF COURSE! THIS IS THE HAT I CAME IN WITH!

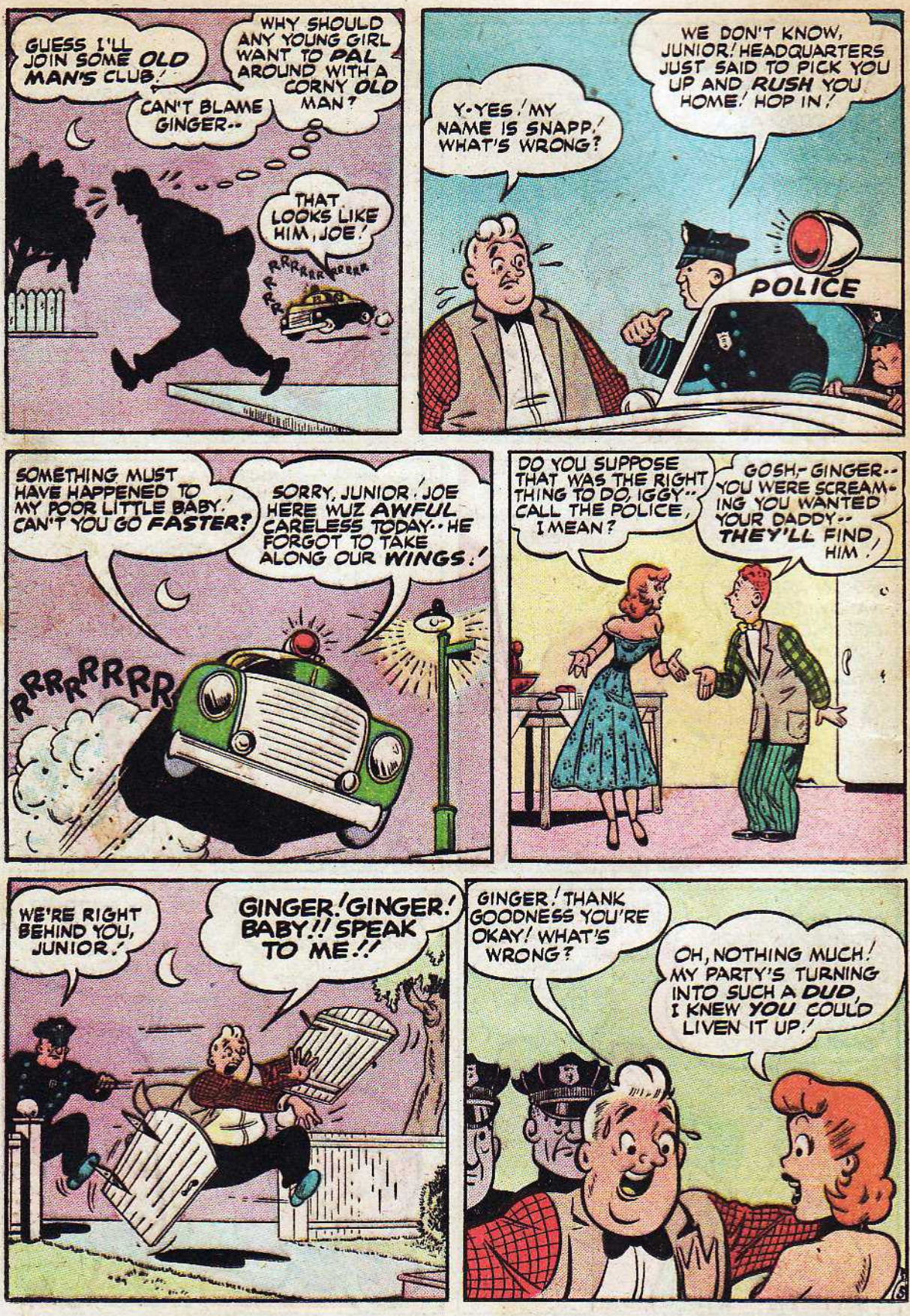

Captain Tootsie FOILS ROBBERY
by BILL SCHREIBER
LOOK KIDS! THAT MAN IS BREAKING INTO THE BACK OF POP LAYTON'S SWEET SHOP!
LAYTON'S SWEET SHOP
ENTRANCE
683
6 45 P.M.
YOU GIRLS RUN AND GET CAPTAIN TOOTSIE! FATSO AND I WILL WATCH THE STORE!
O.K. WE'LL GET HIM!
CANDY SODA
HE'S STILL IN THERE!
MARY BELLE, YOU GET THE POLICE! ROLLO AND FATSO, FOLLOW ME! SH! SH! QUIET, LET'S ALL EAT A TOOTSIE ROLL FOR ENERGY!
FILLED WITH TOOTSIE ROLL ENERGY THEY PREPARE TO CATCH THE ROBBER!
THE ROBBER, SEEING HIMSELF DISCOVERED MAKES A LUNGE FOR THE CAPTAIN
LOOK OUT! CAPTAIN TOOTSIE!
GOOD WORK ROLLO, YOU TRIPPED HIM!
SLUG OUR CAPTAIN, WILL YA!
HEY! THAT'S 'FINGERS', WE'VE BEEN LOOKING FOR HIM A LONG TIME!
HERE SERGEANT, HAVE SOME OF THESE WONDERFUL TOOTSIE CANDIES!
YUMMY
H·M·M·! TOOTSIE ROLL!
AW NUTS! CAUGHT BY A COUPLE OF KIDS!
DON'T MIND IF I DO! YOU AND THE KIDS HAVE BEEN A GREAT HELP IN CATCHING THE ROBBER! KEEP UP THE GOOD WORK!
Tootsie POP
LICKING GOOD TOP-5 FLAVORS
A DOUBLE TREAT!
DELICIOUS CHEWY TOOTSIE ROLL CENTER
Tootsie Roll
Tootsie Roll
Tootsie Coconut Patch
COCONUT CENTER
FELLERS! GIRLS! FOR ENERGY... AND YOUR MONEY'S WORTH RELY ON THOSE DELICIOUS TOOTSIE ROLLS!

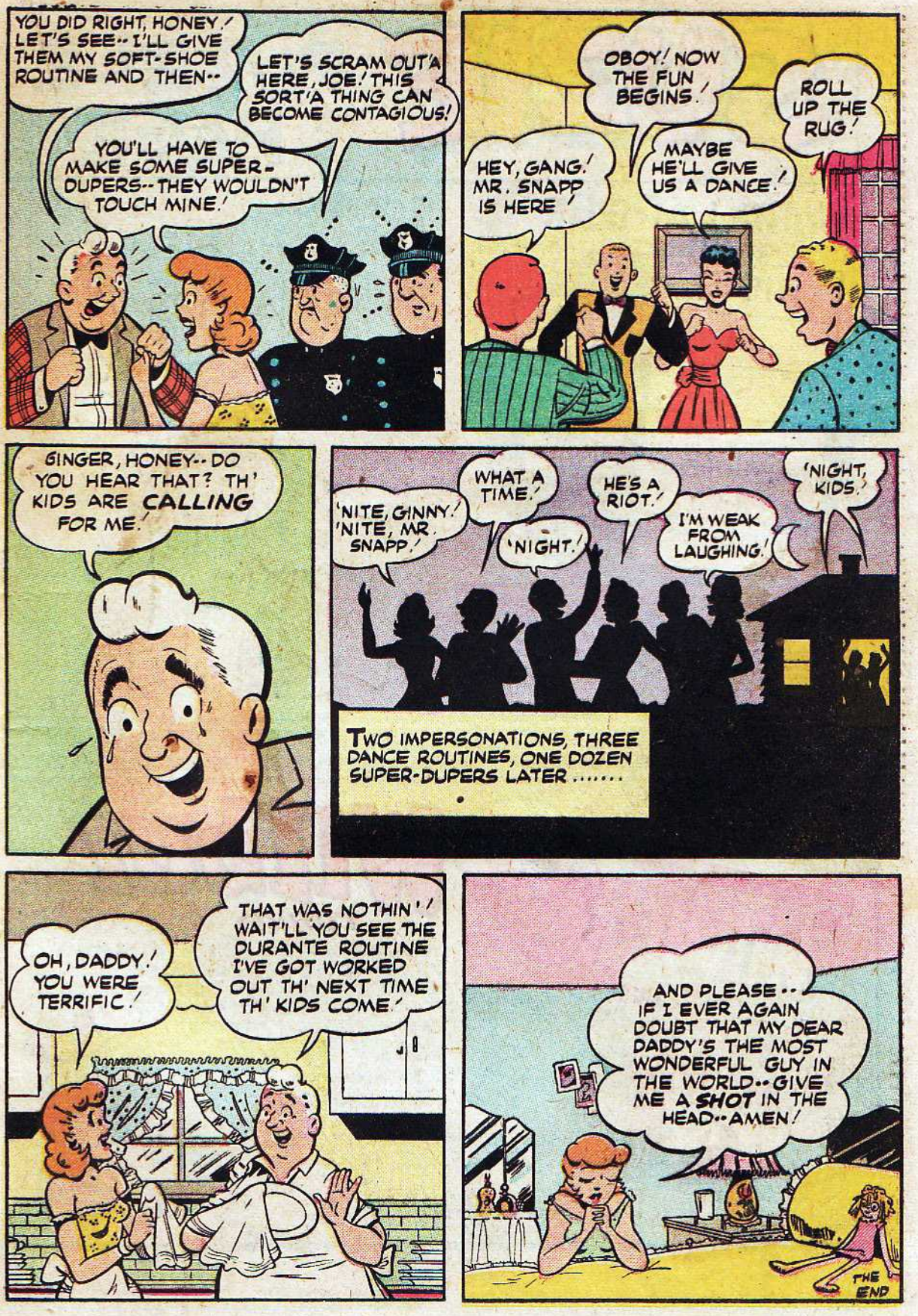

GINGER
WOW! YOU'RE REALLY GIVING THE HOUSE A GOING-OVER! WHO'S COMING? A SPECIAL DATE?
NO, DADDY-- JUST MY TURN TO HAVE THE GANG OVER! WE'LL PLAY RECORDS AND DANCE AND THEN HAVE A SNACK TO EAT!
Father not Wanted
OH, FINE! I'LL FIX UP A BATCH OF MY SPECIAL SUPER-DUPER SANDWICHES THAT YOU KIDS LIKE SO MUCH AND--
ER, DADDY--WOULD YOU MIND NOT MAKING THE SANDWICHES THIS TIME?
KITTY AND I THOUGHT WE'D LIKE TO MAKE THE SANDWICHES THIS TIME--YOU DON'T MIND, DO YOU?
ER--NO, NO! OF COURSE NOT!


I-I-THOUGHT THE KIDS LIKED MY SUPER-DUPER SANDWICHES.
OH, THEY DO, DADDY DEAR! IT'S JUST-- WELL-- KITTY AND I THOUGHT WE'D LIKE SOMETHING DIFFERENT THIS TIME.
NOW, NOW. DON'T FRET, HONEY! YOU'RE ABSOLUTELY RIGHT. YOUR OLD DADDY SHOULDN'T BE ALWAYS HORNING IN ON EVERYTHING YOU DO--
OH, DADDY, YOU MEAN YOU'RE GOING OUT FOR THE EVENING? TO A MOVIE OR SOMETHING?
WHAT? AND LEAVE YOU WITH THE WHOLE GANG ON YOUR HANDS? YOUR DADDY WOULDN'T LET YOU DOWN LIKE THAT! NO SIREE! I'LL PITCH RIGHT IN, AS USUAL--
;ULP!;
DADDY! YOU'RE NOT GOING TO DO YOUR SOFT-SHOE ROUTINE AND THOSE IMPERSONATIONS AGAIN??
SURE. THEY LOVE IT WHEN I DO CHARLIE BOYER IN "GASLIGHT." YOU KNOW--"PAULA POOT BACK ZEE PEECTURE!"
SA-AY! YOU'RE NOT VERY ENTHUSIASTIC ABOUT THIS. I ALWAYS THOUGHT THEY LIKED MY CLOWNING.
OH, THEY SIMPLY LOVE IT, DADDY, BUT-- WELL--ER--ER--
--WELL--ER--THE KIDS HAVE SEEN YOUR DANCE SO OFTEN, DADDY, AND--AND--WELL, YOUR IMPERSONATIONS AREN'T TOO CORNY, BUT--ER-ER--
2


S-SHE'S AFRAID I'M GONNA SPOIL HER PARTY.
SAY, I JUST REMEMBERED THERE'S A PICTURE DOWN AT THE BIJOU I WANT TO SEE. WOULD YOU MIND IF I DIDN'T :COUGH: HANG AROUND TONIGHT?
MY OWN LITTLE GIRL DIDN'T WANT ME AROUND IN FRONT OF HER FRIENDS.
SHE'S (:GULP.:) ASHAMED OF HER DADDY!
I WAS JUST TRYING TO BE HELPFUL--LIKE ANY GOOD DADDY--AND I THOUGHT THE KIDS ALL LIKED MY CLOWNING--
THEY WERE JUST BEING POLITE FOR GINGER'S SAKE! WHAT AN EGOTISTIC HAM I'VE BEEN!
WELL, AT LEAST SHE'LL HAVE A GOOD TIME TONIGHT WITHOUT HER (:SOB.:) CORNY OLD MAN HAMMING UP THE WORKS.
MEANWHILE--GINGER'S PARTY--
C'MON, CHILLUN LE'S DANCE
C'MON, ARE YOU GOING TO PARK ON THAT FLOOR ALL NIGHT?
I'M SO GLAD I'M NOT KEEPING JUNIOR UP.
LET'S DANCE. WHAT DO YOU THINK THIS IS--A WAKE?
IT'S SOMETHING ELSE???
EASY ON THAT SLEEVE, GAL.
IZZ!


GINNY! WE'VE GOT TO DO SOMETHING! THIS PARTY IS AS DEAD AS A SET OF FALSE TEETH!
I KNOW! WE'LL SERVE THE SANDWICHES WE MADE, KITTY!
TAKE THE SANDWICHES IN, IGGY AND I'LL GET OUT SOME SODA POP!
OKAY, GINGER! PERSONALLY, I THINK THESE SANDWICHES LOOK A LITTLE DRIPPY FOR OUR CROWD!
H-HOW ARE THE SANDWICHES GOING OVER, IGGY??
NOT SO GOOD! THIS BUNCH WAS CRAZY ABOUT THE SUPER-DUPERS YOUR DAD ALWAYS MADE!
THE PARTY WOULDN'T BE DEAD IF HE WAS HERE! BY THE WAY, WHERE IS HE?
OOOOO-OH, IGGY! I PRACTICALLY SHOVED HIM OUT OF THE HOUSE!! I THOUGHT---
OOOOOOH-HH! I PUSHED MY POOR, DEAR DADDY OUT OF THE HOUSE LIKE HE WAS AN ALLEY CAT! OO-OOO-OO! I W-WANT MY POOR, DEAR D-DADDY!!
TAKE IT EASY! I'LL GET 'IM!
HELLO--- POLICE STATION?
POLICE STA--- IGGY!! YOU'RE NOT CALLING TH' POLICE??
SURE! MY BROTHER SENDS OUT THE RADIO CALLS DOWN THERE!


GUESS I'LL JOIN SOME OLD MAN'S CLUB!
WHY SHOULD ANY YOUNG GIRL WANT TO PAL AROUND WITH A CORNY OLD MAN?
CAN'T BLAME GINGER--
THAT LOOKS LIKE HIM, JOE!
R-R-R-R-R-R-R-R-R
Y-YES! MY NAME IS SNAPP! WHAT'S WRONG?
WE DON'T KNOW, JUNIOR! HEADQUARTERS JUST SAID TO PICK YOU UP AND RUSH YOU HOME! HOP IN!
POLICE
SOMETHING MUST HAVE HAPPENED TO MY POOR LITTLE BABY! CAN'T YOU GO FASTER?
SORRY, JUNIOR! JOE HERE WUZ AWFUL CARELESS TODAY-- HE FORGOT TO TAKE ALONG OUR WINGS!
R-R-R-R-R-R-R-R
DO YOU SUPPOSE THAT WAS THE RIGHT THING TO DO, IGGY-- CALL THE POLICE, I MEAN?
GOSH, GINGER-- YOU WERE SCREAMING YOU WANTED YOUR DADDY-- THEY'LL FIND HIM!
WE'RE RIGHT BEHIND YOU, JUNIOR!
GINGER! GINGER! BABY!! SPEAK TO ME!!
GINGER! THANK GOODNESS YOU'RE OKAY! WHAT'S WRONG?
OH, NOTHING MUCH! MY PARTY'S TURNING INTO SUCH A DUD, I KNEW YOU COULD LIVEN IT UP!


YOU DID RIGHT, HONEY! LET'S SEE-- I'LL GIVE THEM MY SOFT-SHOE ROUTINE AND THEN--
LET'S SCRAM OUT'A HERE, JOE! THIS SORT'A THING CAN BECOME CONTAGIOUS!
YOU'LL HAVE TO MAKE SOME SUPER-DUPERS-- THEY WOULDN'T TOUCH MINE!
OBOY! NOW THE FUN BEGINS!
ROLL UP THE RUG!
HEY, GANG! MR. SNAPP IS HERE!
MAYBE HE'LL GIVE US A DANCE!
GINGER, HONEY-- DO YOU HEAR THAT? TH' KIDS ARE CALLING FOR ME!
'NITE, GINNY! 'NITE, MR. SNAPP!
WHAT A TIME!
'NIGHT!
HE'S A RIOT!
I'M WEAK FROM LAUGHING!
'NIGHT, KIDS!
TWO IMPERSONATIONS, THREE DANCE ROUTINES, ONE DOZEN SUPER-DUPERS LATER .....
OH, DADDY! YOU WERE TERRIFIC!
THAT WAS NOTHIN'! WAIT'LL YOU SEE THE DURANTE ROUTINE I'VE GOT WORKED OUT TH' NEXT TIME TH' KIDS COME!
AND PLEASE-- IF I EVER AGAIN DOUBT THAT MY DEAR DADDY'S THE MOST WONDERFUL GUY IN THE WORLD-- GIVE ME A SHOT IN THE HEAD-- AMEN!
THE END

SUZIE PUZZLE PAGE

WORD LADDER

ANSWER RISE ROSE LOSE LORE MORE WORK

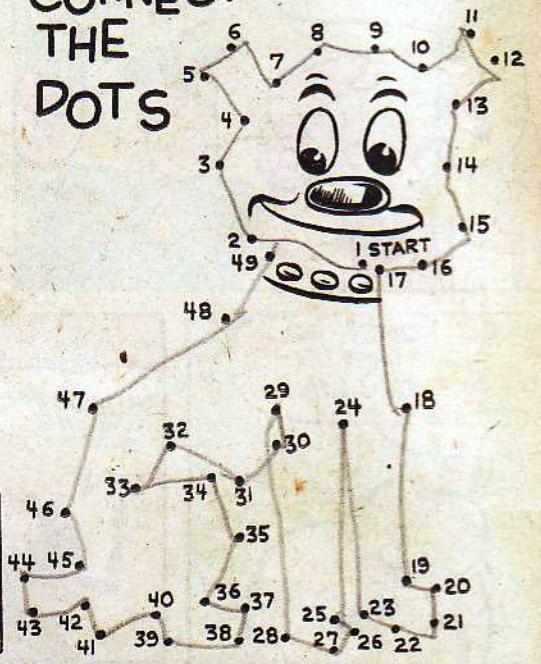
RISE

BEAR
BEAT
BOAT
BOOT
LOOT
LOON
LION

WORK

THE WORD AT THE TOP OF THE WORD LADDER CAN BE TRANSFORMED INTO THE WORD AT THE BOTTOM BY MERELY CHANGING ONE LETTER IN THE WORD AT A TIME AS YOU GO DOWN EACH SPACE-NOTE HOW IT'S DONE IN THE EXAMPLE ABOVE.

CONNECT THE DOTS





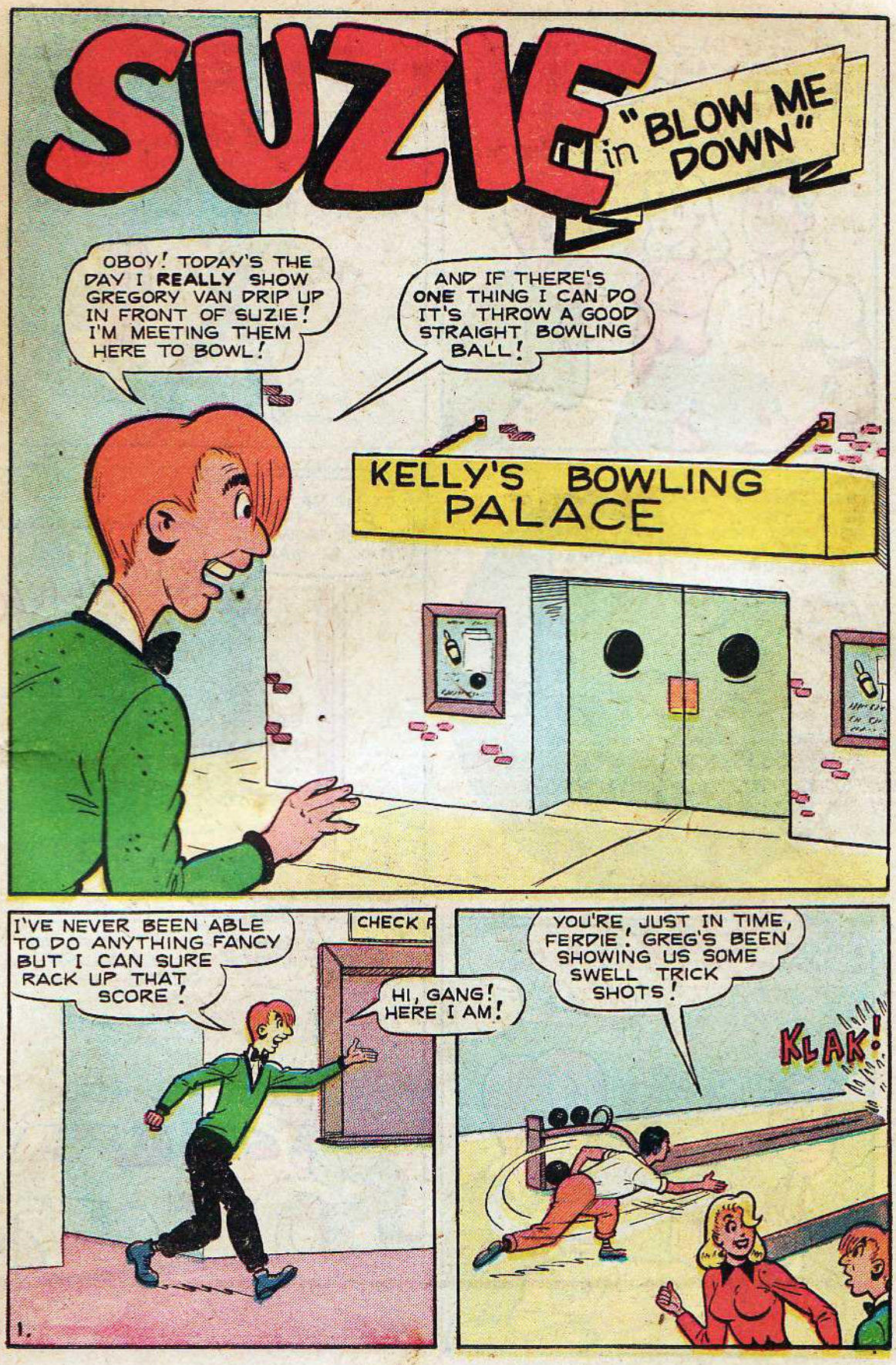
Wilbur comics

IS ALWAYS A BIG SELLER BECAUSE IT'S GOOD, CLEAN, WHOLESOME READING SO YOU CAN'T GO WRONG WHEN YOU BUY WILBUR COMICS---AND DON'T FORGET KATY KEENE

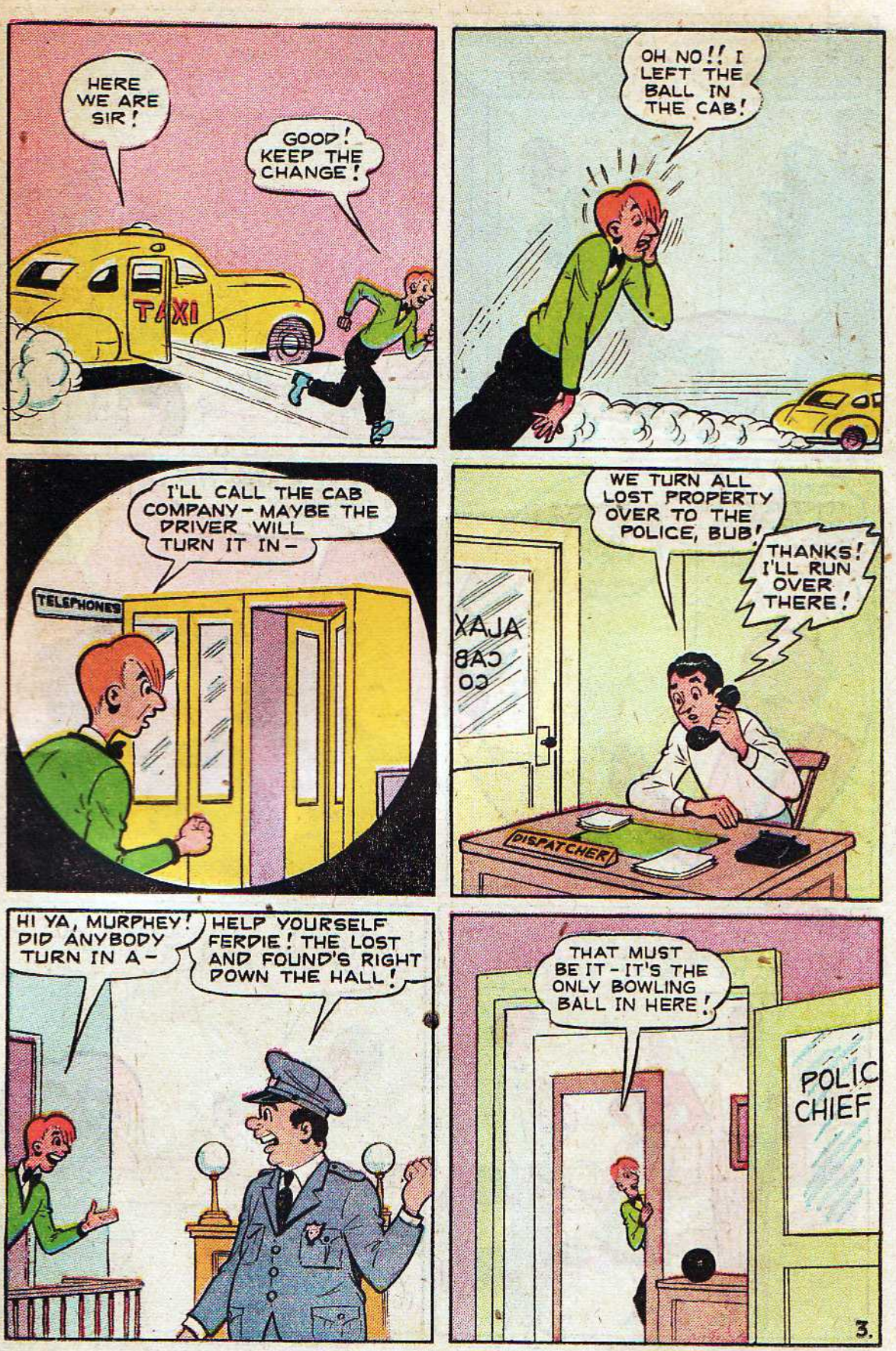
ALSO APPEARS IN WILBUR COMICS plus LOTS OF GAMES, PUZZLES AND STORIES TOO!!



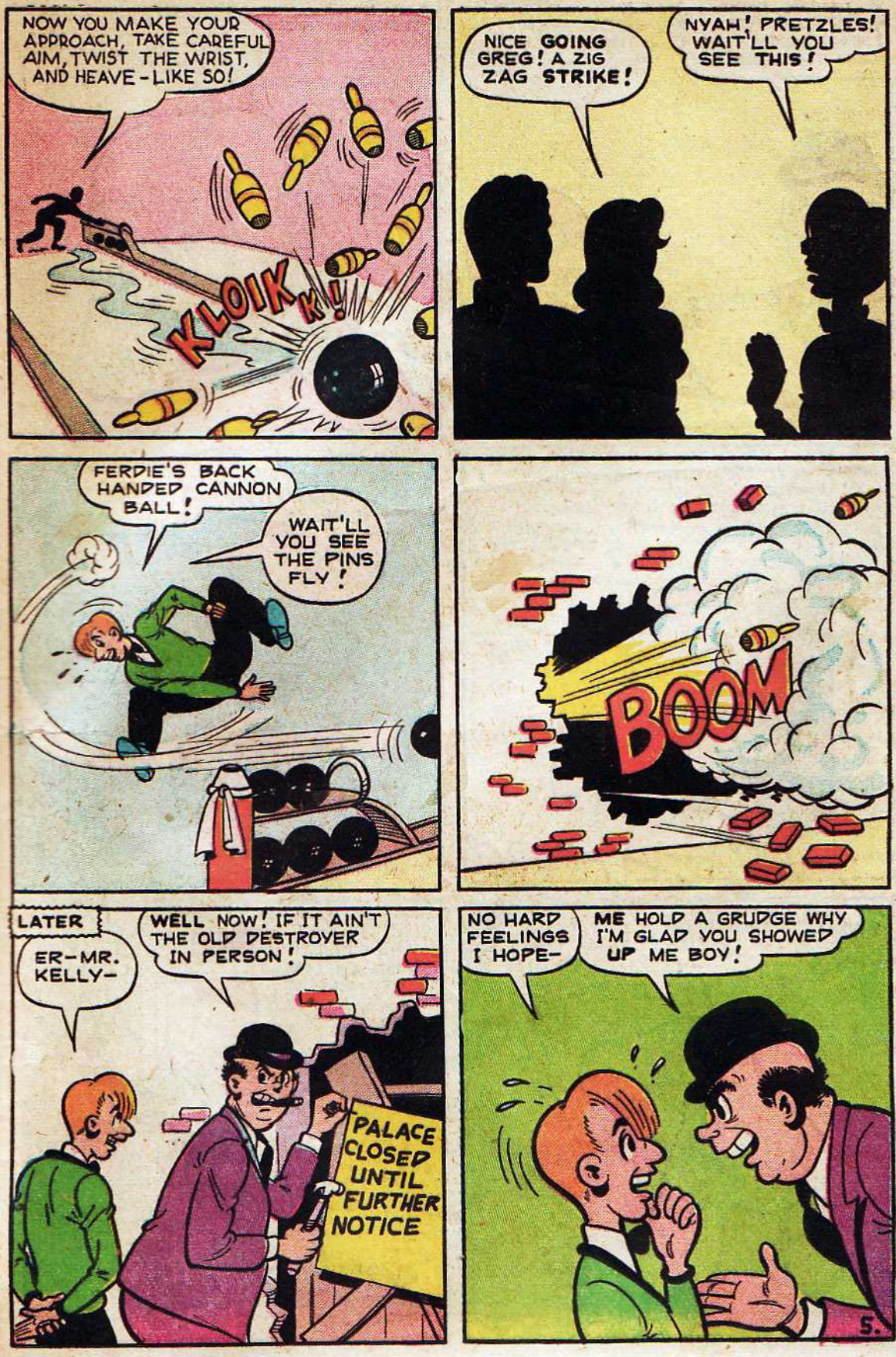
WILBUR COMICS IS AN ARCHIE COMIC PUBLICATION


SUZIE
in "BLOW ME DOWN"
OBOY! TODAY'S THE DAY I REALLY SHOW GREGORY VAN DRIP UP IN FRONT OF SUZIE! I'M MEETING THEM HERE TO BOWL!
AND IF THERE'S ONE THING I CAN DO IT'S THROW A GOOD STRAIGHT BOWLING BALL!
KELLY'S BOWLING PALACE
I'VE NEVER BEEN ABLE TO DO ANYTHING FANCY BUT I CAN SURE RACK UP THAT SCORE!
CHECK
HI, GANG! HERE I AM!
1.
YOU'RE JUST IN TIME, FERDIE! GREG'S BEEN SHOWING US SOME SWELL TRICK SHOTS!
KLAK!


GRAB A BALL, OLD BOY! WE'LL HAVE OURSELVES A TRICK SHOT CONTEST!
B-BALL? OH-ER- I KNEW I FORGOT SOMETHING!
I LEFT MY NEW BOWLING BALL HOME! I'LL BE RIGHT BACK!
IT'S JUST LIKE THAT GUY TO BE A TRICK BOWLER! WELL- I'M NOT LICKED YET!
MAGIC TRICKS GAMES NOVELTIES
LET ME HAVE ONE OF THOSE TRICK OFF-CENTER BOWLING BALLS, MAC!
YES SIR!
GAMES NOVELTIES
BOWL 'EM OVER! TRICK OFF CENTER BOWLING BALLS
THIS ONE WILL DO EVERYTHING BUT LOOP THE LOOP!
GOOD! I'LL TAKE IT JUST THE WAY IT IS!
HAVE FUN CHEAT YOUR FRIENDS WITH MARKED CARDS
2.
NOW TO GET BACK THERE!
KELLY'S BOWLING PALACE, DRIVER! QUICK!
TAXI
TAXI
TAXI STAND

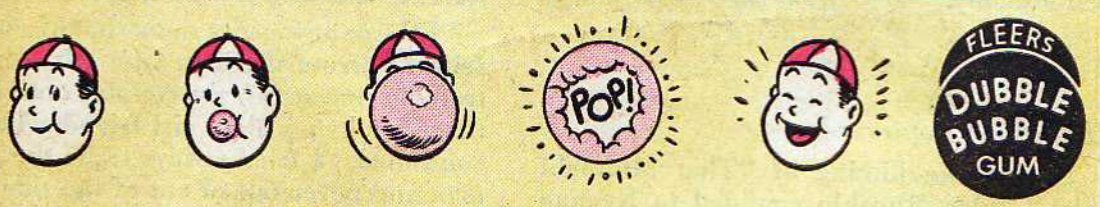

HERE WE ARE SIR!
GOOD! KEEP THE CHANGE!
TAXI
OH NO!! I LEFT THE BALL IN THE CAB!
I'LL CALL THE CAB COMPANY – MAYBE THE DRIVER WILL TURN IT IN –
TELEPHONES
WE TURN ALL LOST PROPERTY OVER TO THE POLICE, BUB!
THANKS! I'LL RUN OVER THERE!
DISPATCHER
HI YA, MURPHEY! DID ANYBODY TURN IN A –
HELP YOURSELF FERDIE! THE LOST AND FOUND'S RIGHT DOWN THE HALL!
THAT MUST BE IT – IT'S THE ONLY BOWLING BALL IN HERE!
POLIC CHIEF
3.


SORRY I COULDN'T HELP YOU, FERDIE— WE'RE WORKING ON A CASE!
THAT'S OKAY, MURPH—I FOUND WHAT I WAS LOOKING FOR!
WHERE WERE WE? OH YES—THAT BOMBING ATTEMPT!
YEAH! PRETTY CLEVER, FASHIONING A BLOCK BUSTER OUT OF A BOWLING BALL—
WANTED
BRING IT IN, MURPHEY! I'D LIKE TO STUDY IT!
YES SIR!
WHAT'S GOING ON HERE? THIS IS NO BOMB! IT'S AN ORDINARY BOWLING BALL!
!
MEANWHILE
IT'S A REGULAR CONTEST, FERDIE— MR. KELLY IS EVEN GIVING A PRIZE TO THE WINNER!
TELL HIM TO ENGRAVE MY NAME ON IT, SUZIE! IT'S PRACTICALLY MINE!
OH YEAH? WATCH THIS OLD BOY!
GO AHEAD KNOCK YOURSELF OUT! HEH! HEH!
4.


NOW YOU MAKE YOUR APPROACH, TAKE CAREFUL AIM, TWIST THE WRIST, AND HEAVE - LIKE SO!
KLOIK K!
NICE GOING GREG! A ZIG ZAG STRIKE!
NYAH! PRETZLES! WAIT'LL YOU SEE THIS!
FERDIE'S BACK HANDED CANNON BALL!
WAIT'LL YOU SEE THE PINS FLY!
BOOM
LATER
ER-MR. KELLY-
WELL NOW! IF IT AIN'T THE OLD DESTROYER IN PERSON!
PALACE CLOSED UNTIL FURTHER NOTICE
NO HARD FEELINGS I HOPE-
ME HOLD A GRUDGE WHY I'M GLAD YOU SHOWED UP ME BOY!
5.


YOU WON, DIDN'T YOU? THE LEAST I CAN DO IS GIVE YOU THE PRIZE!
SAY- YOU'RE A GOOD SPORT KELLY!
AND STILL LATER.
KELLY'S BOWLING PALACE? - IS FERDIE THERE?
YES MA'AM.
MR. KELLY PRESENTED HIM WITH A LOVING CUP FOR WINNING THE TRICK SHOT CONTEST AND -
WONDERFUL! LET ME SPEAK TO HIM.
PIN BOY
I'M AFRAID HE CAN'T TALK TO YOU RIGHT NOW, MISS...
WELL!
HE MUST HAVE A SWELLED HEAD!
I THINK SO TOO, MA'AM-
6.
THAT'S PROBABLY WHY THEY'RE HAVING SO MUCH TROUBLE GETTING IT OFF HIM!
EXIT
END





WHEN IT COMES TO BLOWING BUBBLES, FLEER'S DUBBLE BUBBLE CAN'T BE BEAT!



SUZIE'S MOVIE DIARY

Berle Gets First Cinema Kiss

Milton Berle got his first cinema kiss—a 10-second osculation from lovely Ruth Roman in a scene in "Always Leave Them Laughing."

Although the famous comedian has made many films, at least a dozen, he never played "the hero," and hence had no heroines to smooch with.

An interested observer of the kissing sequence was 4-year-old Vickie, daughter of Berle and Joyce Mathews. She promised "to tell Mommy."

* ★ *

Hollywood Boulevard

During the filming of "That Midnight Kiss," Jules Munshin confided to Keenan Wynn, "An old maid knows all the answers but never gets asked any questions.

* ★ *

Cagney Sells Stable

With the exception of one fine trotter, which he's keeping because his children love it, James Cagney is out of the horse business, having sold his entire string of fancy Morgans. They were stabled on his Massachusetts farm.

"It was just a sort of a hobby anyway," the star explains.

* ★ *

S. Z. Sakall Learns He's No Donkey

One of Cinemaland's most humorous tragedies has a happy ending in the billing of S. Z. Sakall, famed Hungarian comedian, as "Cuddles" Sakall in Technicolor adventure classic, "Montana."

The popular multi-chinned funnyman consented to the change not long ago, when he accidentally learned the true American meaning of his nickname: "a lovable and cuddlesome person." For many years he has thought that it meant the same as "cuddy," described in the dictionary as "an old Scot word for donkey"!

* ★ *

David Brian Hears From Real Raffles

David Brian, portraying Gerard Dennis, real life master criminal in "After Nightfall," received a letter from Dennis, in Sing Sing, congratulating Brian on getting the starring role and asking a favor.

"Please show me as somewhat of a regular fellow," wrote the man who left a baffling trail of crime across the country until he was turned in by a jealous girl friend. The letter continued, "I tried always to be the gentleman and never talked out of the side of my mouth. I'm sure you will do right by me."

Brian and director Peter Godfrey respecting Jerry's wishes, play the role straight.

* ★ *

Hollywood

Red Skelton, "The Yellow Cab Man," tells us that aviation hash consists of chicken wings cooked on the pilot light.

* ★ *

Cagney Takes Dose Of Tear Gas

James Cagney carried realism to extremity in "White Heat," his first gangster drama in more than 11 years.

At the star's insistence, director Raoul Walsh ordered the special effects department to use a modified form of real tear gas for the sequence in which Cagney's mob is surprised by police during a holdup.

"In the midst of the battle," Cagney explained, "the camera moved in on me for a closeup, and I wanted to look like I'd really had a dose of the stuff."

He did.

"I had to wait 24 hours before I could use him in another scene," plainted Walsh. "His eyes were as red as a Navajo blanket."

* ★ *

Music Is Practical For Her

Jane Russell, star of the Howard Hughes production "The Outlaw," says she made poor grades in practical subjects but did well at things like art and music. Today Miss Russell is constantly in demand for singing engagements.

* ★ *

MGM Stage 14

Gene Kelly, seen in "The Knife," a non-musical, paused during the filming to remark to Teresa Celli, his leading lady, "It takes two to make a marriage—a single girl and an anxious mother."

* ★ *

Cold Clouds

Movie dream clouds like the velvety ones which surround lovely Doris Day in "It's a Great Feeling," are made of dry ice, mixed with steam. About 3,000 pounds of it is required for one day's shooting.

* ★ *

Coop and Brennan Old Time Pals

Gary Cooper and Walter Brennan celebrated the 23rd year of their friendship and their seventh picture together in "Task Force."

In 1925, Cooper, a jobless young cartoonist, and Brennan, an ex-pineapple grower, met on a Hollywood film lot where they were seeking jobs as "extra" players.

Ten years after that, with Cooper as the star and Brennan in an important featured role, they appeared in "The Wedding Night." Following that and before "Task Force," they shared screen honors in "The Cowboy and the Lady," "The Westerner," "Meet John Doe," "Sergeant York," and "Pride of the Yankees."

Both actors say they'd like to stay in the game until their pictures together total 10.

What-Next Dept.

An AP dispatch from Hollywood states that theatre owners are considering opening charge accounts for their customers at movie box offices. Just think of that, pals! You can walk up to the grilled window with your honey and say, "I'd like to see 'Madame Bovary'—please charge it. AND—gimmee a bag of popcorn, and charge that, too, please."

* ★ *

Ella Raines, Churchill Have Same Art Instructor

Winston Churchill and Ella Raines both know a good art teacher when they see one. Miss Raines, who co-stars with George Raft and Pat O'Brien in "The Bail Bond Story" is now taking pastel lessons in England from Paul Maze, distinguished artist who once taught Mr. Churchill.

* ★ *

Hat Histrionics Explained By "Villain"

In his chameleon career in pictures during which he has varied from long-suffering heroics to dyed-in-the-wool meanness, Bruce Bennett has made good use of what he calls "my hat histrionics."

The hat, thinks Bennett, who returns to villainy again in "The House Across the Street," leaving the heroics to Wayne Morris, is one of the keynotes of character which an actor must always consider.

He uses a slouch hat for his "heavy" roles, and he wears it well down on his ears, plus a sinister twist in front to shade his eyes, and a jerk on the back to make it ride his ears.

When not involved in villainy, Bennett can wear a Homburg with the best of the, or a "hero" type Stetson, or a snap brim with a tilt.

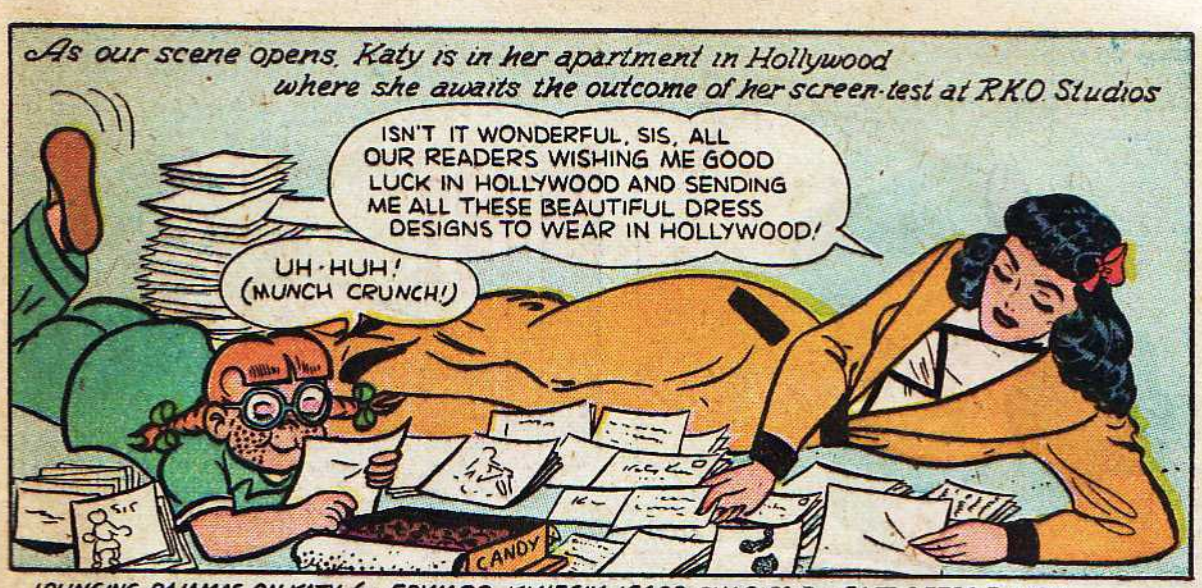
He demonstrated this by plunking his fist into his villain's hat, pinching the crown into a peak, and turning the back rim up in its originally blocked position.

The result was that he seemed absolutely benign, and positively harmless.

KATY KEENE



BATHING SUITS AND POSES DESIGNED by MONA DITSON,
712 S. FRANCIS,
PICHER, OKLAHOMA.



LOUNGING PAJAMAS ON KATY by EDWARD KMIECIK, 15602 CHARLES R., - EAST DETROIT, MICH





SLACK SUIT ON SIS by SUE ELLEN HIDAY, McCORDSVILLE, RT. 1, McCORDSVILLE, INDIANA






IF I'M TO MAKE K.O. PROUD OF ME, AND GET INTO THE MOVIES -- I'D BETTER WEIGH MYSELF AND -- OOH-H-H NO! IT CAN'T BE !!
I'VE GAINED TEN POUNDS!!
OH! OH! LOOK WHOSE FOOT IS ON THE SCALE!
SEE! I TOLD YOU THAT YOU'RE GETTING FAT -- YOU'D BETTER LET ME HAVE ALL THE CANDY YOUR BOY FRIENDS SEND YOU!
GOODNESS! I'D BETTER PUT ON MY SHORTS AND START REDUCING -- ANSWER THE PHONE, SIS!
R-RING!
IT'S RANDY, KATY! WHAT'LL I TELL HIM?
TELL HIM TO CALL BACK LATER -- I'M BUSY -- ONE -TWO- THREE!
3


CALL BACK LATER, RANDY, KATY IS TAKING REDUCING EXCERCISES - - BUT DON'T LET THAT STOP YOU FROM BRINGING HER A BIG BOX OF CANDY - - YOU KNOW K.O. KELLY SENDS KATY THE BEST CANDY - - YUMMEE! GOODBYE
SIS! PLEASE! NINE - TEN - -
To Katy with love Randy
PUFF!
PUFF
PUFF
KATY'S PLAYSUIT by DOT KIRBY, NORFOLK, VA.
PUFF!
PUFF!
STOP EATING THAT CANDY, SIS, AND ANSWER THAT PHONE AGAIN - - PUFF!
OOF!
RING
RING
IT'S RANDY AGAIN - - HE WANTS TO TAKE YOU HORSE BACK RIDING - - HE SAYS THAT'S GOOD FOR REDUCING!
PUFF
PUFF
PUFF
PUFF
PUFF
GOOD! TELL HIM TO PICK ME UP - - I'LL BE READY WHEN HE GETS HERE - - PUFF!


I'LL RACE YOU TO THE SWIMMING POOL AT THE COUNTRY CLUB, KATY!
OKAY, RANDY, LET'S GO!

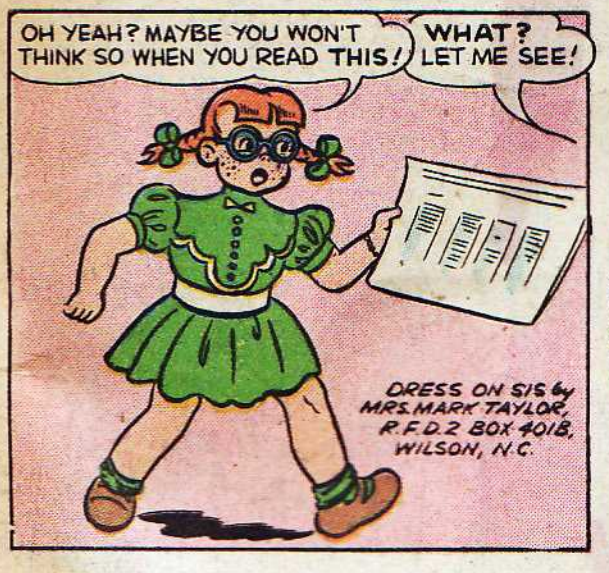

THIS IS WONDERFUL FOR MY WAISTLINE, RANDY, WE'LL TAKE A HIKE NEXT!
SWIM SUIT by MAUREEN DEVITT, BROOKLYN, N.Y.


YOU'RE WEARING ME OUT, KATY··PUFF··PUFF
PLAYOUTFIT by JOAN BLOIS, NEW CARLISLE, QUEBEC, CANADA.
5


I'M FAMISHED! DOESN'T A BIG THICK CHARCOAL BROILED STEAK AT THE BROWN DERBY SOUND GOOD TO YOU, KATY?
NO, RANDY, YOU COULDN'T TEMPT ME WITH A MALTED AT A DRIVE-IN·· I'M ON A DIET!
RIDING HABIT by JANET FOCHS, 5730 JUANITA, ST. LOUIS 16, MO.


THIS HOT BATH SHOULD TAKE OFF A FEW MORE OUNCES· I·CAN'T WAIT TO WEIGH MYSELF AND SEE!


OH, SIS, ISN'T IT WONDERFUL··I'VE LOST TEN POUNDS ··I'M JUST RIGHT FOR THE MOVIES!
POSE AND ROBE by VICTORIA GEREMONTE, 73 WEST 54th ST. BAYONNE, N.J.


OH YEAH? MAYBE YOU WON'T THINK SO WHEN YOU READ THIS!
WHAT? LET ME SEE!
DRESS ON SIS by MRS. MARK TAYLOR, R.F.D.2 BOX 401B, WILSON, N.C.


OH NO!
Hollywood Gossip Column
MOVIE PRODUCERS ALL AGREE AMERICAN GIRLS TOO SKINNY··:ON LOOKOUT FOR PLUMP FIGURES NOW
So girls put on weight if you want to get into the movies

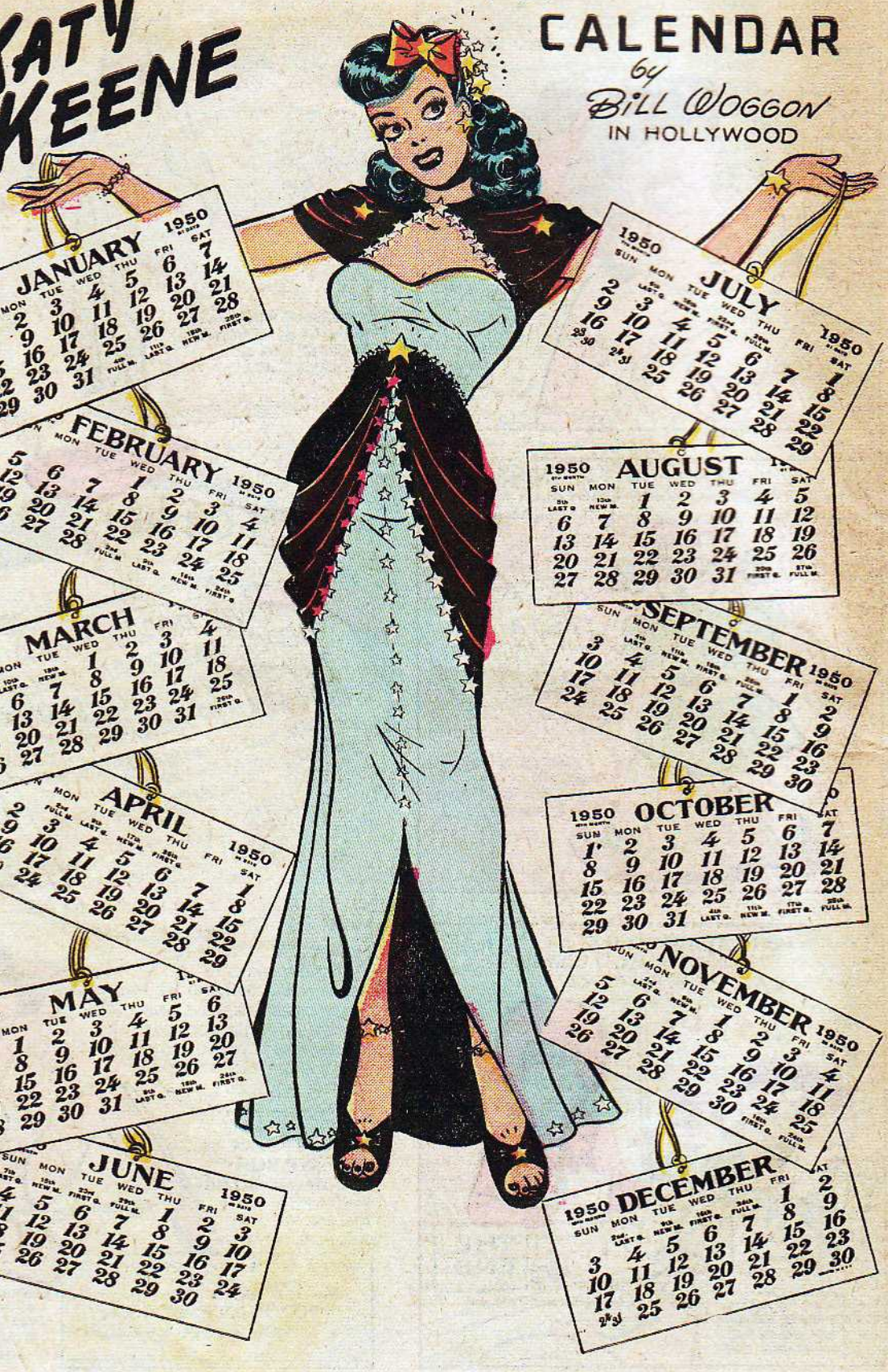

TWO BLUE PLATE SPECIALS, JOE! HUMPH! TO THINK I TURNED DOWN A BIG STEAK AT THE BROWN DERBY!
PIE 15¢
MENU
THE END
KATY'S HAT by MARIE SIBILIA, 329 MAIN ST., MEDFORD, CONN.
6


I'M NOW LIVING IN HOLLYWOOD, SO SEND ME YOUR DRESS DESIGNS AND LETTERS TO THE ADDRESS BELOW, AND I WILL SEND YOU A GREETING FROM THE MOVIE CITY!
DON'T FORGET! KATY APPEARS IN PEP·WILBUR·LAUGH·AND SUZIE· COMIC MAGAZINES ALL ARCHIE COMIC PUBLICATIONS!
HERE'S KATY'S NEW HOLLYWOOD ADDRESS:
KATY KEENE 7070 HOLLYWOOD BLVD., HOLLYWOOD 28, CALIF.
COSTUME + POSE by CAROL OPPAT, 7827 INDIANA, DEARBORN, MICHIGAN.

1950 PIN-UP CALENDAR

KATY KEENE

by BILL WOGGON
IN HOLLYWOOD



JANUARY 1950

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
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29	30	31				

FEBRUARY 1950

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MARCH 1950

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APRIL 1950

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MAY 1950

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JUNE 1950

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JULY 1950

SUN	MON	TUE	WED	THU	FRI	SAT
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AUGUST 1950

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

SEPTEMBER 1950

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
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OCTOBER 1950

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

NOVEMBER 1950

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
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19	20	21	22	23	24	25
26	27	28	29	30		

DECEMBER 1950

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24 31	25	26	27	28	29	30

Close-out! 3 POWER ALL-METAL BINOCULARS

These are the very same 3-power all-metal Binoculars that we formerly sold for $9.95. In fact thousands were sold at that price. Yet now on this sensational "close-out offer," you can get a pair of these powerful Binoculars complete with beautiful carrying case as shown for the amazing low price of only $3.98. Think of it—that's a saving of $6.00. How can you lose with such a bargain. But you will miss out entirely unless you hurry . . . for every sportsman, hunter and motorist will want to own a pair at this close-out price. It will be first come, first served while the supply lasts. So rush your order today on the coupon below.

These Binoculars are beautifully made. They have optically ground and polished lenses and adjustable focusing wheel. The sturdy metal barrels are handsomely covered in pebble grain leatherette effect and every pair comes complete with a simulated saddle leather carrying case and adjustable shoulder strap as pictured.

Formerly Sold for $9.95

NOW! On This Close-Out Offer!

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- ★ Smartly Styled . . . All Metal Construction
- ★ Powerful — Optically Ground and Polished Lenses
- ★ Draw Tubes Plated
- ★ Black Ebony Finish
- ★ Trimmed in Pebble Grained Leatherette Effect
- ★ Molded Focusing Wheel
- ★ Height—Closed 5¼", Open 6"
- ★ Weight One lb. with Carrying Case

"Enjoy Front Row Seats From Way Back"

You'll get the thrill of a lifetime when you take your first look through these powerful Binoculars. It's positively amazing how well you can see. Makes distant objects appear close—brings them up to you—clear and sharp! You'll want to take these Binoculars with you on hunting trips, to sporting events, to the ocean and seaside. You'll be able to see people and wild life from a distance and watch what they're doing when they can't see you. Enjoy front row seats from way back!

USE FOR 10 DAYS ON MONEY BACK GUARANTEE!

So positive are we that you'll be more than thrilled and delighted with the performance, power, and beauty of these Binoculars that we send them to you on a generous 10-day no risk money back guarantee. SEND NO MONEY! Just fill out and mail the coupon today. The postman will deliver your Binoculars complete with the handsome Carrying Case C.O.D. in a few days' time. Then, when they're actually in your hands, we want you to use them for 10 full days with the understanding that your money will be promptly refunded if you're not more than satisfied with them in every respect. Don't delay a single day if you want to own a pair. Rush the coupon today without fail.

SEND NO MONEY—RUSH THIS COUPON!

ILLINOIS MERCHANDISE CO., Dept. 6410
1227 Loyola Ave., Chicago 26, Illinois

Gentlemen: Rush me a pair of all metal Binoculars complete with Carrying Case as described above, on your no-risk 10 day Money Back Guarantee offer. I will pay the Postman $3.98 plus postage. It is understood that if I am not completely satisfied I will return them to you within 10 days for refund.

NAME .....

ADDRESS .....

CITY..... STATE.....

☐ I enclose $3.98. Please rush the Binoculars and Carrying Case to me all postage charges prepaid.

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IT'S EASY! IT'S FUN! SEND NO MONEY NOW WE TRUST YOU



Genuine 22 cal. Rifles, 1000 shot Daisy Air Rifles with tube of shot. Clocks, Footballs, Blankets, (sent postage paid). Boys' and Girls' Bicycles (express collect). Many other personal and household Premiums or Cash Commissions easily yours. Be First. Mail coupon to start AT ONCE!



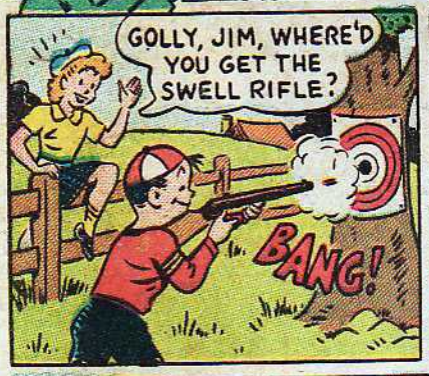
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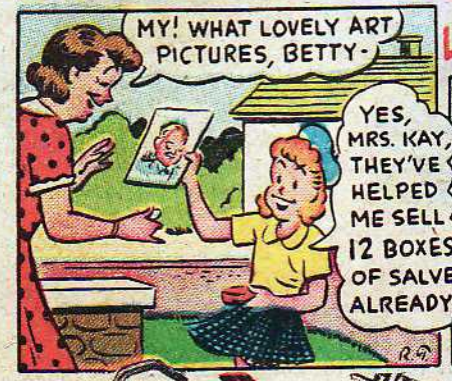
Dolls (over 15 inches tall) Movie Projectors, Cameras, Wrist Watches, Pocket Watches (sent postage paid). Give art pictures with White CLOVERINE Brand SALVE sold at 25c a box (with picture) and remit per catalog sent with order to start. Mail coupon now.

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ACT NOW



ACT NOW

NO MONEY NOW! WE TRUST YOU

Wrist Watches, Pocket Watches, Alarm Clocks (sent postage paid) now easily yours. Simply give colorful art pictures with white CLOVERINE Brand SALVE, easily sold at 25c a box (with picture) and remit amount asked for under Premium in catalog sent with order (postage paid) to start. Mail Coupon Now.

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Name.....Age.....

St.....RD.....Box.....

Town.....Zone No.....State.....

Print Last Name Here

Paste coupon on postal card or mail in an envelope today.